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September 4, 1926

# Motion Picture News

*Reg. U. S. Patent Office*

## BLARNEY

*It's a Big One and  
you know the company  
that gives you Big Ones*

Entered as second-class matter April 12, 1906, at the Post Office at New York, N. Y.,  
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*Published Weekly—\$2.00 a year*

PRICE, 20 CENTS

*Los Angeles*

*New York*

*Chicago*





**WURLITZER**

Grand Pianos  
are endowed  
with the same  
unapproachable  
tone and quality  
inherent in the  
Wurlitzer  
Organ

*The thundering  
chords of Rachmaninoff  
- or the sweet  
sounds of Romance,  
come to life on the*

# WURLITZER

REG U S PAT OFF

# ORGAN

CINCINNATI  
121 E. 4th St.

NEW YORK  
120 W. 42nd St.

CHICAGO  
329 S. Wabash

SAN FRANCISCO  
134 Golden Gate Ave.

LOS ANGELES  
814 S. Broadway



**21**

**reasons  
why**

***Paramount's***  
***15<sup>th</sup> Birthday***  
***Group***

**OUTCLASSES**  
**THE**  
**FIELD**





# 21

## successes playing NOW

GILDA GRAY in  
**'Aloma of the South Seas'**  
A Paramount Picture

**'Padlocked'**  
A Paramount Picture

**'The Show Off'**  
A PARAMOUNT PICTURE

FLORENCE VIDOR in  
**'You Never Know Women'**  
A PARAMOUNT PICTURE

MARSHALL NEILAN'S  
**'Diplomacy'**  
WITH BLANCHE SWEET  
A Paramount Picture

**'THE CATS PAJAMAS'**  
A Paramount Picture

**'THE LADY OF THE HAREM'**  
A Paramount Picture

**'THE GREAT GATSBY'**

Gloria Swanson in  
**'FINE MANNERS'**  
A Paramount Picture

RICHARD DIX in  
**'THE QUARTERBACK'**  
A Paramount Picture

Thomas Meighan in  
**'TIN GODS'**  
A Paramount Picture

ADOLPHE MENJOU in  
**'THE ACE OF CADS'**  
A Paramount Picture

RAYMOND GRIFFITH in  
**'You'd Be Surprised'**  
A Paramount Picture

**'VARIETY'**  
A Paramount Picture

**'MANTRAP'**  
A Paramount Picture

**'KID BOOTS'**  
STARRING EDDIE CANTOR  
A Paramount Picture

DOROTHY GISH in **'Nell Gwyn'**  
A Paramount Picture

DOUGLAS MACLEAN in  
**'Hold that Lion!'**  
A Paramount Picture

BEBE DANIELS in  
**'The Campus Flirt'**  
A Paramount Picture

**'FASCINATING YOUTH'**  
A PARAMOUNT PICTURE

Zane Grey's **'FORLORN RIVER'**  
A Paramount Picture

15th  
BIRTHDAY  
GROUP

# Paramount Pictures

## THE BOX OFFICE TELLS THE STORY FOR 1926-7!





## Buddy Roosevelt

**B**UDDY ROOSEVELT in a SERIES OF SIX lightning action Westerns! That's another part of our line-up of unbeatable Westerns for the coming season. Another reason why you can depend on Associated to deliver the finest group of action pictures obtainable in the industry.

**B**UDDY ROOSEVELT'S first picture of the new season, "THE DANGEROUS DUB," which is already in our exchanges, is a fair sample of what you can expect of future releases. Excepting that Action Pictures, Inc., and Lester F. Scott, Jr., have pledged themselves to put even more production value, more CLASS, into succeeding pictures.

**F**OR Westerns that have EVERYTHING you'll find a hard time matching this Buddy Roosevelt series. From the script to the laboratory they're built for the box office—built with only the idea in view of pulling patrons to your theatre. Every one of the six is as safe as a first mortgage bond. Book them all—NOW!

---

*THIS is announcement No. 6 regarding the Associated Exhibitors' product for 1926-27. No. 1 announced Bill Cody in six Westerns; No. 2, Sandow, the dog, in six action features; No. 3, Confessions Series of four; No. 4, Buffalo Bill, Jr., in six Westerns; No. 5, Wally Wales in six Westerns.*

---

## *Associated Exhibitors, Inc.*

*Lewis J. Selznick, President*



# 'Red' sweeps

## Greatest Reviews In History of Trade!

"The main award  
will have to go to  
Red Grange."

—Grantland Rice, Sport  
authority N.Y. Tribune

"It's in—and how!"

—Red Kann, Film Daily

"If there has ever been a  
find in motion pictures"  
Red Grange is surely one.

—Reliable Pete Harrison

"The best I've seen."

—Mayor Walker, New York City

"A box-office winner on sheer  
merit."—Fred M'Connell, Daily Review

"Will prove one of the popular  
audience pictures of the football  
season."

—Palmer Smith, Evening World

"You can go the limit in promising  
the best football picture ever made."

—Oscar Cooper, Motion Picture News

"Whale of an audience picture and  
money-maker for any class of theatre."

—Chas. Sewell, Moving Picture World



Distributed by  
**GREATER  
FBO**

FILM BOOKING OFFICES  
OF AMERICA, INC.

**Dozens  
More  
Coming!**

A  
SAM  
WOOD  
PRODUCTION

Member of Motion Picture Producers and Distributors of America, Inc.—Will H. Hays, President



# the industry!

SCALES HEIGHTS IN ONE COLOSSAL DRIVE!

*A Star Of Purest Ray Serene With The  
Nation At His Cleated Feet!*

JOSEPH P. KENNEDY

presents

The Sensation of The Moment

Most

Flattering Reviews  
Ever Accorded a  
Motion Picture Star . . . .

# RED CRANCE

by arrangement with C. C. Pyle and W. E. Shallenberger

in

BYRON MORGAN'S Greatest Story

## "ONE MINUTE TO PLAY"

To be released  
nationally week  
of Sept. 19th



**THE SUPER-SHOWMAN'S  
SCOOP OF THE CENTURY**



# *There's a Lot in a Name. For* **MACK SENNETT**

A name means more in this business than in any other on earth.

The difference between a high and a low week in the business of a big theatre may amount to \$25,000.

That large sum represents the difference in drawing power between a first class box-office name or title and those that are poor. One name or title will draw like an old fashioned fire place; another means nothing. The name with a draw is worth a lot more in rental when it will gross \$25,000 more in receipts.

Among the very biggest and best known names in this business is that of Mack Sennett.

Charlie Chaplin, Gloria Swanson, Mabel Normand and a host of well known picture personalities got their start with him. His studios have been a nursery for stars. He made the words "bathing beauties" household words all over the globe. People

instance—

say of any girl with face and figure far above the average that she is a "regular Sennett girl."

For fifteen years his name has meant comedies.

It is probable that the first comedy the present generation of picture goers ever saw was a Mack Sennett, and they've been laughing at them ever since.

Such a name and fame is absolutely coinable at the box-office. That isn't a guess but a certainty.

The exhibitor who fails to advertise a Mack Sennett is losing the profits that come to a great box-office name. He is neglecting the basic principle of this business.

You can't beat the combination of a great name with great product!

**ELMER PEARSON**

*Vice-President and General Manager,*  
**PATHE EXCHANGE, INC.**



# 22 **Count**

## GREATER MOVIE

*The Sensation Seekers*  
*Beware of Widows*  
*The Marriage Clause* *The Old Soak* *Her*  
*The Whole Town's Talking* *Butterflies*  
*The Bargain Bride* *The Mystery Club*  
*Oh, Baby!* *Held by the Law*  
*The Wrong Mr. Wright* *The*  
*Down the Stretch*

# Man-TV

-and remember



# **at Em! 22**

## **LIST JEWELS!**

**Big Night**  
**in the Rain** "Too Many Women"  
"Perch of the Devil" "Taxi Taxi"  
"Poker Faces" "The Love Thrill"  
**Runaway Express** "Spangles"  
"The Ice Flood" "Prisoners of  
the Storm"

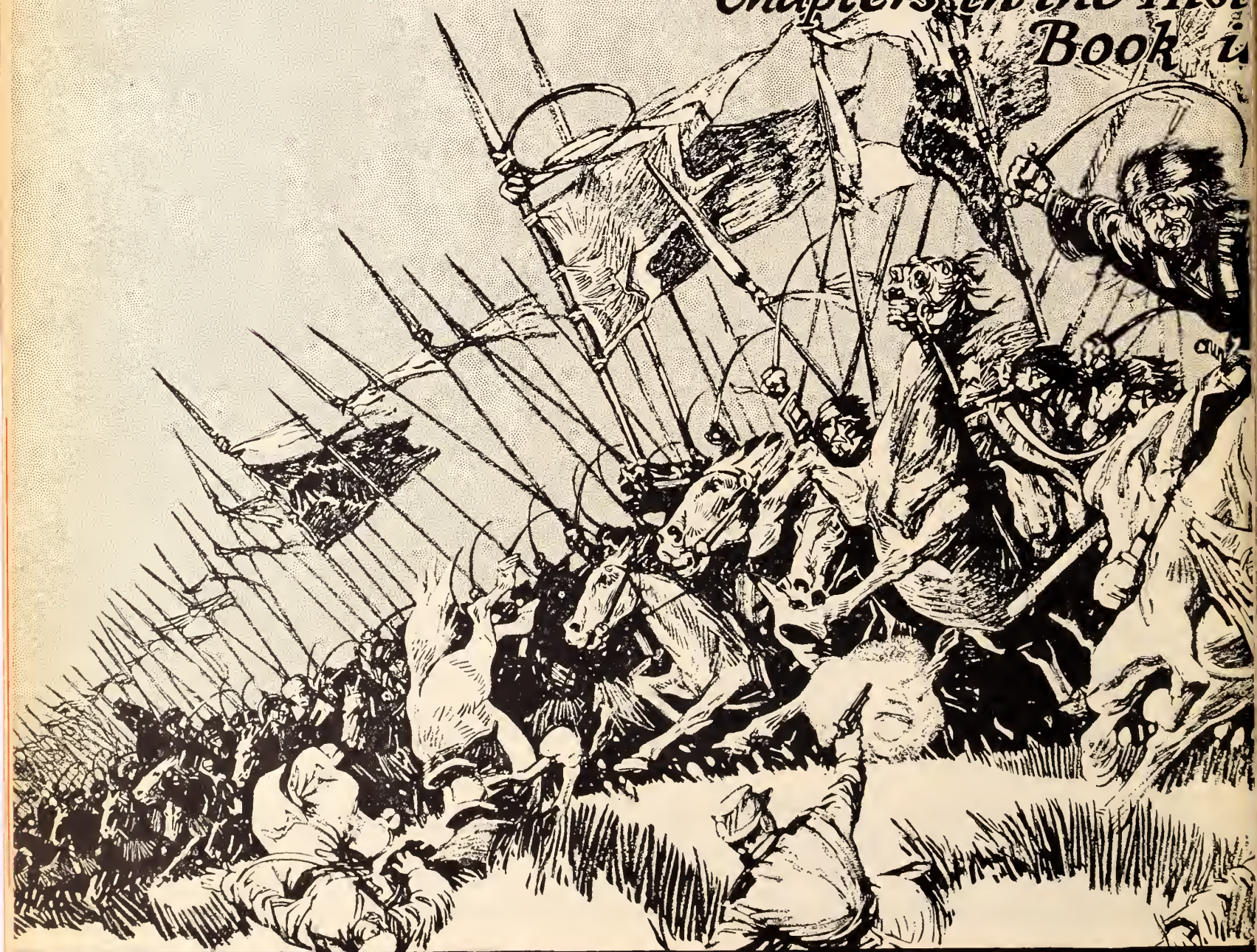
# **at Titles!**

**Universal ALWAYS Delivers!**



# MIGHTY

*Jules  
Greatest Melodrama "M."  
is a MIGHTY Gift to  
World - Destined to Win  
Chapters in the History  
Book is*



*A Universal Film de France Triumphant*



# WOW!

Verne's  
MICHAEL STROGOFF"  
The Box-Offices of the  
Greatest Sensational New  
Story of the Screen!  
NOW!

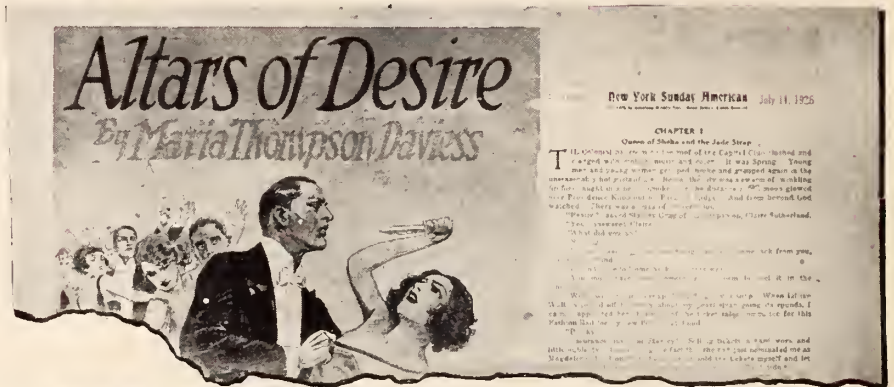


mpb ~ ~ Presented by Carl Laemmle

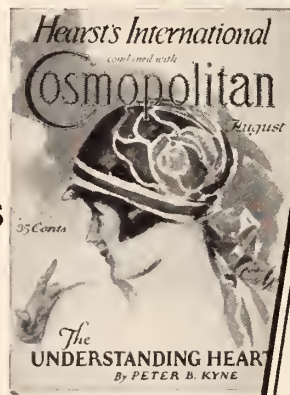


# NATIONALLY SERIALIZED HITS!

**YOU** couldn't buy the space—  
**IT'S** worth a fortune  
**AND** yet in newspapers everywhere  
**AND** national magazines  
**M-G-M** pictures are running  
**AS** serial stories  
**FOLLOWED** by millions of readers  
**THE** public is being sold  
**ON** the stories and they'll watch  
**FOR** the pictures.  
**SHOWMEN** know the value  
**OF** serialization.  
**M-G-M** knows that it paves the way  
**TO** your box-office.  
**SERIALIZATION** is just one  
**OF** many practical box-office aids you get  
**FROM** Metro-Goldwyn-Mayer.



"Altars of Desire" is now running serially in the American Weekly, circulation 10 million copies in all sections of the country.



"The Understanding Heart" is running in Cosmopolitan Magazine

## A FEW of THEM:

**ALTARS OF DESIRE**  
(starring Mae Murray)  
Serialized over many weeks in *The American Weekly*, circulation 10,000,000 copies nationwide.

**THE TAXI DANCER**  
Running daily in *Chicago American*, *Baltimore News*, *Detroit Times*, *Wisconsin News*. Begins soon in many additional papers from coast to coast.

**THE CALLAHANS AND THE MURPHYS**  
Serial in *Cosmopolitan Magazine*.

**BLARNEY**  
Adapted from "In Praise of James Carabine." *Saturday Evening Post* serial.

**TILLIE THE TOILER**  
(starring Marion Davies)  
The comic strip that is read from coast to coast. Backed by the *Cosmopolitan* campaign.

**THE UNDERSTANDING HEART**  
Serial in *Cosmopolitan Magazine*, to be published as novel.

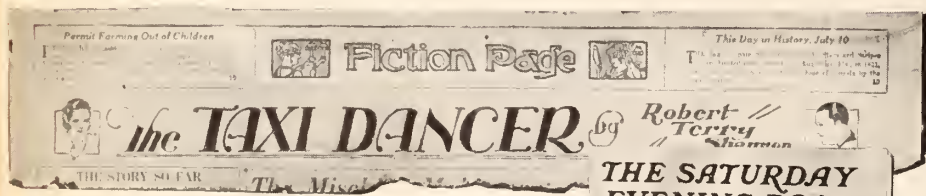
**CAPTAIN SALVATION**  
To be serialized in *Hearst* nationwide newspapers by *Cosmopolitan Productions*.

**THE FLAMING FOREST**  
Serial in *Cosmopolitan Magazine*. Published as novel.

**THE RED MILL**  
(starring Marion Davies)  
To be run as serial in *Hearst* newspapers by *Cosmopolitan Productions*.

**MARY OF VASSAR**  
(starring Marion Davies)  
Will appear as a *Hearst* newspaper serial sponsored by *Cosmopolitan Productions*.

and many others



"The Taxi Dancer" is running daily in *Chicago American*, *Baltimore News*, *Detroit Times*, *Wisconsin News*. Begins soon in others.

**M-G-M'S TOP OF THE INDUSTRY**



"Blarney" is a *Saturday Evening Post* serial



# LEGEND

The female pelican  
will pluck her breast  
to feed her young  
with her own  
blood.



WILLIAM FOX presents

## "MARRIAGE LICENSE?"

A Woman's Love Story

with

**ALMA RUBENS**

WALTER PIDGEON CHARLES LANE EMILY FITZROY RICHARD WALLING WALTER McGRIL LANGHORNE BURTON

Based on "The Pelican" stage play by F. Tennyson Jesse and H. M. Harwood

Scenario by Bradley King

FRANK BORZAGE PRODUCTION

Every once in a while a picture is called "great."  
"MARRIAGE LICENSE?" is that kind of a picture! It may be due to the tremendous drama or Frank Borzage's direction or the wonderful performance of Alma Rubens---or it may be due to ALL of these elements! At any rate it's the kind ANY type of theatre can pack 'em in with and

it's a  
**FOX**  
profit picture

**coming!**

The Big Surprise Picture of the Year!!!

William Fox  
Presentation

**SUMMER BACHELORS**

by Warner Fabian  
author of  
"Flaming Youth"

with MADGE BELLAMY

An ALLAN DWAN production



# They always come

*for instance*

# MI COMME

has again booked  
lineup for his entire  
in Pennsylv

*and still they come - -*

**TONY SUDEKUM**

Albany, ALA; Nashville, Shelbyville,  
Springfield, Paris, Columbia, Mur-  
freesboro, Maryville, and Lebanon,  
TENN.

**G. CONSTAN & CO.**

Decatur, ILL.

**WILLIAM BENTON**

Glens Falls, Ballston, Mechanicsville,  
Whitehall and Granville, N. Y.

**ROYAL THEATRE AMUS. CO.**

Sioux City, IA.

**MORRIS SMITH**

Sioux City, IA.

**WOODWARD THEATRE CO.**

Flint, MICH.

**SIMONS AMUSEMENT CO.**

Missoula, MONT; Coeur d'Alene,  
Idaho, Kellogg, IDAHO.

**ARTHUR M. FORD**

Manhattan, KAN.

---

*Coming !!* THE BIG SURPRISE

William Fox  
presentation

SUMMER BA

*with* MADGE BELLAMY

---

# back for more!

## KE RFORD

the 1926-27 profit  
circuit of 57 theatres  
vania —

*and still they come . .*

### ROBB & ROWLEY

Laredo, Sherman, Corpus Christi,  
Palestine, San Angelo, Del Rio,  
Cisco, Ennis, Robstown, Big Springs,  
Kingsville, Hillsboro, Bonham,  
Sweetwater, Mc Kinney, TEXAS.

FRANK AMUSEMENT CO.  
Cedar Rapids, IA.

### W. C. SMALLEY

Johnstown, St. Johnsville, Litchfield  
Spr., Stamford, Hamilton, Worces-  
ter, Cooperstown, Fort Plain, Sher-  
burne, Sidney, Walton, Delhi,  
NEW YORK.

GUS KERASOTES  
Springfield, ILL.

C. D. BUSS  
Easton, PA.

BERRYMAN BROS.  
Bartlesville, OKLA.

MASSEY & BROCK  
Lawton, OKLA.

---

PICTURE OF THE YEAR!!!

CHELORS

By WARNER FABIAN  
author of  
"Flaming Youth"

An ALLAN DWAN production



# GREATER F.B.O. W

Sweetest showman's buy on the day. Sure-fire as the rising of the blinking of the stars!

JOSEPH P. KENNEDY  
presents

# Bob Custer

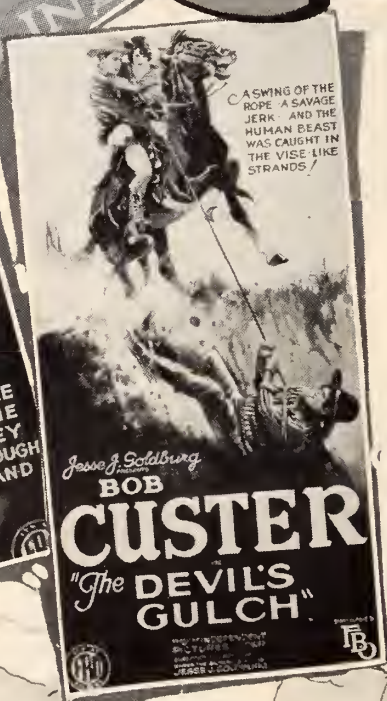
Already launched on the greatest season of his brilliant career!

Bigger stories! Bigger casts! Adroit direction! Smashing Show paper! Everything to GUARANTEE money for you!

LASSOE BOB'S  
first of the new year

## "Hair Trigger BAXTER"

Right Now!



EXCLUSIVE FOREIGN DISTRIBUTORS  
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R-C EXPORT CORP. 25 270 ARLEYST LONDON  
ENGLAND  
SOCIETE ANONYME DES FILMS P.B.O.  
89 FAUBOURG ST MONDRE PARIS  
FRANCE

Produced by  
JACK NELSON

Under the personal  
Supervision of JESSE J. GOLDBURG



# WESTERNS!

market to-  
sun and

# er



Distributed by  
**GREATER  
FBO**  
FILM BOOKING OFFICES  
OF AMERICA, INC.



**READY! SET! GO!**  
**12 Showmanship Pictures**  
—FROM—  
**Standard Pictures Corp.**

PLAYDATES FOR "STANDARD"—MEAN MONEY FOR YOU!

First Production Released  
**October 1st, 1926**

Standard Pictures Corp.  
Presents

**"SALVAGE"**

By JAY GELZER

Author of "Driven" and  
other screen successes

With the following Standard cast

**EARLE WILLIAMS, ANDERS RANDOLF**  
**MARY McALISTER, CARROL NYE, LOU ARCHER**  
and others

Directed by  
**HARRY L. FRASER**

"SALVAGE"—A thrilling melodrama of Love, Hate and Adventure, with a lonely girl—as "prize" money—aboard a windjammer; alone, friendless, fighting against a thousand odds—did she win?

**Book "SALVAGE"—A Box-Office Boon**

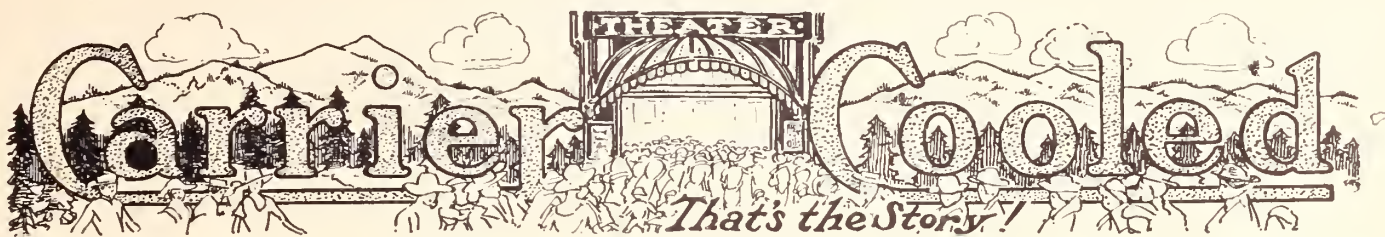
Get these titles for future bookings—"FATE'S PATHWAY"—"ANY GIRL"—"SOMEBODY'S BOY"—"MONEY"—"ROCKING CHAIRS" and 6 additional box-office bets for the "second half."

**WRITE OR  
WIRE TODAY**

DISTRIBUTED BY

**Standard Pictures Distributing Co.**  
**O. W. Wahlstrom, General Sales Executive**  
Suite 711 Guaranty Building, Hollywood, Cal.





# Now—the Carrier System is available for the Smaller Theatres

THE first-class small theatres and neighborhood houses having 900 or more seats, will now find the Carrier System within reach as a highly profitable investment.

We have instituted a special department devoted to the design and installation of complete Carrier Cooling and Air Conditioning systems in the smaller theatres.

The same outstanding features that have made Carrier Cooled Theatres famous from Los Angeles to Broadway are retained in the new design adapted to the small houses.

The system includes the safe, simple, automatic Carrier Centrifugal Refrigeration machine. The same automatic instruments are used to create and control ideal conditions of Temperature and Humidity every day in the year. The system is equipped to warm and humidify the air in Winter as well as to cool and dehumidify the air in Summer.

Finally, the system is backed by the guarantee of results which Carrier has attached to every contract during 25 years of experience in the specialized field of air conditioning.

Here are the first small houses to enter the group of Carrier Cooled Theatres:

Capitol, Shamokin, Pa.,	1,200 seats	W. H. Lee, Archt.
Eastern, Columbus, O.,	1,000 seats	C. Howard Crane, Archt.
Iris, Houston, Texas,	1,200 seats	
Clinton, Columbus, O.,	1,000 seats	H. C. Holbrook, Archt.

Operators of Theatre Chains, Owners of Individual Theatres and Theatre Architects are invited to investigate this new adaptation of the Carrier Patented System. Write for the Book, "Theatre Cooling," and ask for a visit from one of our Engineers.

## **Carrier Engineering Corporation**

[OFFICES and LABORATORIES  
NEWARK, NEW JERSEY

New York

Philadelphia

Boston

Chicago

Cleveland

Los Angeles

Kansas City



# "The Theatre Owner's and Manager's Greatest Trade Journal"

## HOSTETTLER AMUSEMENT COMPANY

Executive Offices  
418 Brandies Theatre Building  
Omaha, Nebraska

June 27, 1926.

Mr. William A. Johnston,  
Motion Picture News, Inc.,  
New York, N.Y.

Dear Mr. Johnston:

Your semi-annual Buyers' Guide is of more than passing interest to us, as Universal Chain Theatrical Enterprises now have under construction in this city a new 1,400-seat house, Mr. John Eberson being the architect.

This new theatre, named the Capitol, will be the finest house of this seating capacity in the Mid-West, embodying all of the unique features for which Mr. Eberson is noted.

The color section is of especial interest as the new Capitol is along Spanish lines, the auditorium having the old Spanish Garden background. Mr. Eberson has incorporated every known improvement in the theatre field in this new house. While we have been able to give our patrons an idea from the blue prints what to expect in the Capitol, your Buyers' Guide has furnished us with a vivid picture of what it is really going to be.

This volume should be worth a great deal to all theatre owners, bringing vividly to their attention what is going on in the theatre field, also that the theatre building itself and its appointments are an ever-growing factor in the world of amusement. The day of the store-room-shooting-gallery is past.

You are to be complimented on this out-of-the-ordinary addition to the theatre owner's and manager's greatest trade journal.

Very truly yours,

Majestic Theatre, Grand Island, Neb.  
By Vogel Gettier, Resident Manager.

# Motion Picture News Buyers' Guide



# She's a National Sensation!

EXHIBITORS  
DAILY REVIEW

## DELIGHTFUL STAR

The tremendous success of the "Duchess of Buffalo." At the Capitol Theatre. Brings to the front again. That delightful Constance Talmadge.

That she is a true artist cannot be doubted. She seems to know how to intrigue her audience. Today she has as great a following as any of any First National stars.

The "Duchess of Buffalo" is splendidly directed by Sidney Franklin. It has an important cast. And gives the inimitable Constance an opportunity. To extract real comedy.

Here's hoping that she stays on the screen for many years.

SHIEA OPERATING CORPORATION  
BUFFALO, NEW YORK  
August 10, 1926

Mr. A. W. Smith  
First National Pictures, Inc.,  
365 Madison Avenue  
New York, N.Y.

My dear Mr. Smith:-

The business done by Constance Talmadge in "The Duchess of Buffalo" on Sunday and Monday of this week was really tremendous. I will be pleased to advise you of results by the end of the week.

Kind regards,

Very truly yours,  
SHIEA OPERATING CORPORATION.  
L. R. K. Paul  
General Manager.

Buffalo greets her with sensational business

and Indianapolis hits the sky in praise

It is safe to say that Constance Talmadge is a past mistress of the art of projecting naughty but innocent comedy in front of the eye of the camera. She has those eyes, that twinkle, that dash and even that mouth which popular song writers rave about

"The Duchess of Buffalo"—Circle.  
Constance Talmadge's flair for romantic comedy surpasses itself in her latest release, "The Duchess of Buffalo," which made its appearance at the Circle Sunday.

There is an overabundance of amusing situations in the comedy; the direction is highly effective, and the subtitles are unusually good.

Miss Talmadge's many admirers will like her in this picture. She has ample opportunity to do all the things which won her the hosts of friends she has—she dances, she has many delightful comedy situations to cut up in, and she wears stunning costumes for, and!

JOSEPH M. SCHENCK Presents

CONSTANCE TALMADGE  
in The Duchess of Buffalo

with Tullio Carminati

Screen story by HANS KRALY

Based on the Hungarian Play "Sybil", written by Max Brody and Franz Martos

A SIDNEY FRANKLIN Production

It's another First National record smasher—hit after hit—week after week—52 knockouts a year—First National leads the industry!





# rush hour on the Subway

is only a  
small part  
of the *mob*  
that will

# rush our Subway Sadie

into the  
record-  
breaking  
class

"Don't you want  
to be more than  
a subway guard?"

"Sure! A  
motorman."



FIRST NATIONAL  
PICTURES, INC.  
presents  
**"Subway  
Sadie"**  
An Alfred Santell Production  
with Dorothy Mackaill  
Jack Mulhall - Charles Murray  
Directed by Alfred Santell  
*Adapted from story by Mildred Crann*  
PRODUCTION MANAGEMENT AL ROCKETT



Take it from  
First National

It's a BANNER  
GROUP - Knock-  
out! - Another  
sensational rec-  
ord smasher!



# Motion Picture News

Volume XXXIV

NEW YORK CITY, SEPTEMBER 4, 1926

No. 10

## *Anything But the Truth*

THERE was striking evidence, again, last week, that the direst enemy of the motion picture is the so-called newspaper which puts a sensational headline above all decency, to say nothing of truth.

One New York tabloid, in a fake headline, announced the death of Valentino. Later, when the suffering man seemed to be getting a shade the better of his grim and pathetic struggle, a story was cooked up that the entire thing was a publicity stunt.

The other local tabloid, not to be outdone, appeared with another "dope" story, obviously written in utter ignorance of all the facts concerned, to the effect that the American producer made a European negative in order to give the good people of the continent something salacious in their film fare.

This is unfortunate enough, and unfair enough even to people who prefer these sheets to newspapers. But, the worst of it is, the salaried reformer will grab the outrageous story about European negatives, grab it with much glee, and paste it away in his ever ready scrapbook to be duly presented as a leading exhibit in some legislative campaign for motion picture censorship.

It is a curious paradox that a reformer should consort—and so eagerly and without question—with publications of such character. But then, reformers, too, are curious, especially in their methods of work; ethics and truth don't count.

The plain and whole facts—everybody in the trade knows them—about double negatives are as follows:

First of all they are made for protection, to make safer a heavy investment in what is only inflammable celluloid.

A European negative is made, primarily, because it is cheaper to send the negative abroad and have the prints made there; freight and duty are saved.

Practically all the editing of the films for foreign consumption is done in the country in which it is to be shown. The export contract always contains a prominent clause to the effect that the foreign negative must be identical with the American negative.

The curious fact is that we don't in this country pay enough attention to changes in the foreign negatives. Making the great majority of pictures for the world public, as we do, we make them too much with our own market requirements in view. It would be wise if we had a keener knowledge of and sympathy with the national pride, traditions and ideals of other countries. And when I say "better," I mean better not merely for the motion picture industry here, but for the good will abroad of the United States and for our other industries which are so widely publicized by our films.

The published insinuation—lacking any facts, that is all it could be—is as despicable as silly. The entire trade to a man, here and abroad, knows of no negatives made for the purposes stated. They know they are not made, and that they couldn't be shown if they were made.

*W. A. Stanton*



# MOTION PICTURE NEWS

SEPT. 4  
1926

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No. 10

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Room 616 Security Bldg., Hollywood,  
California

## Speaking Editorially

**N**O MORE eloquent evidence of just what the motion picture industry means to the men and women of this world could be offered than that which Valentino's death brought forth. When you consider the amazing amount of space devoted to his illness and death by the newspapers, not only of New York, but the entire country, some inkling can be gotten. Newspapers strive to publish what people want to read; that spells circulation.

\* \* \*

**T**HE *EVENING WORLD* (N.Y.) sums it up in the following editorial:

### MORE THAN A MONARCH PASSES

Thirteen years ago an Italian boy of eighteen, ignorant of the English language, and penniless, landed in New York, describing himself as an "agriculturist," and eager to find any work that would make him a living.

During the last week, this stranger of thirteen years ago, fought a courageous battle against death, with millions of Americans literally praying for his recovery. Inquiries poured into the hospital from all sorts and conditions of men and women, at the rate of twenty a minute, and crowds stood in the rain without while some forced their way into the corridors. The death bed of no monarch, no statesman, no military hero has so profoundly moved the great mass of the people. It was an amazing tribute to Rudolph Valentino and to his art.

Nothing has more impressively disclosed the marvelous hold the screen has on the popular imagination; nothing so conclusively demonstrated the part it plays in the lives of average men and women. The hero of the screen has the world for his kingdom, and he is the one monarch to whom his subjects pay tribute as a privilege. The touching story of the losing fight of Rudolph Valentino will be read with a sense of personal loss in the most humble homes of every

civilized country on the globe. So much has the moving picture come to mean in the civilization of the age.

\* \* \*

**J**OHAN GRIERSON, the Scotch critic and journalist who has spent some time in Hollywood studying the moving picture world, has written another illuminative and interesting article for *The New York Sun*. In this he takes up the importance of tempo in moving pictures. The story does not matter, he says, the treatment is everything; *vide* "The Last Laugh," "Variety," "Kiss Me Again," and "The Grand Duchess and The Waiter." These are dependent not on the story told but the treatment accorded them.

\* \* \*

**T**EMPO plays an all-important part. Some of the best illustrations of the truth of this come from "The Big Parade," not only in the advance of the troops but the crescendo that characterizes the departure of the lorries and the separation of Melisande and Jim, and then the diminuendo leaving her alone in the road clinging to his shoe. "Ben-Hur" affords another striking instance of how successfully this idea can be carried out, especially in the chariot race; the discovery of the old man's fraud in "The Last Laugh," the smashing of the table in "Variety," the chase in "The Exquisite Sinner," etc. It is Grierson's contention that most American directors do not recognize the importance of this factor or, knowing it, are ignorant of how to utilize it. King Vidor is an exception and the most powerful exponent of tempo in American movies and he knows what he is doing, Mr. Grierson declares.

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Rudolph Valentino

# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston

**I** CONGRATULATE P. D. C. upon securing Arthur G. Whyte as manager of distribution. This is an important acquisition.

We have in this business some keen buyers of pictures and some able salesmen. But Arthur G. Whyte has had years of experience on each side of the fence and in a big and responsible way. Probably no other man has a keener and sounder sense of film values, nor a more intimate and practical knowledge of the machinery of the picture market.

**W**ILLIAM VOGEL, back from Europe, says that the theatres there are prosperous and that production is looking up. The Continental countries want home-made pictures—a good measure of them, at least, and these are forthcoming. He closed with Societe Francaise des films Erka to distribute P. D. C. pictures in France.

**"VARIETY"** continues to pile up big grosses at the Rialto, New York. The total, at the beginning of the ninth week, had reached \$238,749. And this figure was increased over the week-end by \$14,508. The latter mark, representing two days' receipts, is amazing. It is more than a whole week's total for some legitimate shows.

The extraordinary success of this picture is a milestone in the history of the industry.

**I**N fact, "Variety" is a demonstration that there is no summer in the picture business when the product is superlatively good.

**A** NEW record has also been set by Metro-Goldwyn-Mayer which has established three summer hits on Broadway, topped by "The Big Parade." The war epic, up to August 15, had played to a gross of \$759,882, the biggest intake ever made at one theatre for any picture. As THE NEWS pointed out some time ago, "The Big Parade" will undoubtedly gross a million dollars at the Astor by the time it concludes its run.

In thirty-eight and a half weeks the total paid attendance was 613,220 persons.

**"BEN-HUR,"** second of the M.-G.-M. trilogy, has taken in more than \$300,000 during its first eight months at the George M. Cohan and the smaller Embassy. And "The Scarlet Letter" is drawing heavily at the Central.

Now, all three of these films together have amassed a box-office intake of close to a million and a quarter dollars, in itself an entirely new record for one concern over a given space of time.

**"BLUE BOY,"** second of the Eugene H. Roth Romance Series in Technicolor for Educational, was shown to the trade the other day and brought forth expressions of praise in every quarter. "The Vision" was excellent. It marked a departure in screen novelty and artistry as important as any recorded in late years.

"Blue Boy" is even better. It has a dramatic story, well-told; simple, compelling, and well-acted. The grouping and composition of the scenes are admirable—giving the effect of paintings come to life. And the color work is A-1. It meets the stern test that color must always meet on the screen: is it technically beyond criticism and does it add to the value of the picture?

In both of these essentials "Blue Boy" scores beyond all question. If this picture is not an indispensable enrichment for the program of any theatre then we don't know what would be,

**O**F the many tributes to Valentino I like best the remark of a thoughtful film man. When the star seemed to improve last week he said: "His death would be too great a loss, too great to think of. Anyone who has brought so much into the humdrum lives of the countless people of the world, the lowly people, simply cannot be spared."

The newspapers, within but one edition, announced the deaths of Charles W. Eliot, the great educator, and Valentino, the noted film star. Dr. Eliot was a world personage and his bust will go into the Hall of Fame; a man of much learning, culture; his life one of many years of earnest and fruitful labor. Yet his fame seemed but a little thing alongside that of the young man whose name, as I write, is on the lips of millions upon millions of people.

From the hospital in New York where the police reserves were called to disperse the crowds that gathered as if a great bell had suddenly tolled, on through the cities of the world and into the hamlets of every country, men, woman and children were moved with genuine grief. They mourned for something, somebody, some radiant moving entity, that had gone out of their lives.

The radio, the cables and telegraph, the telephone, the stock ticker, flashed the word of Valentino's death from one corner of the world to the other and the newspaper presses started thundering with all other news from all the world pushed to a minor position in the newspaper editions.

And such is the motion picture! Valentino was a unique personality; somehow it was within him to say something to the world. But it was the motion picture Valentino who charmed the world. It is the motion picture that is the marvelous thing. It is greater than any of its people. It is the motion picture that stirs the world.

Let us not forget this solemn fact when we plan pictures and when we plot our trade moves and structure. There is no greater responsibility in the world today than that which rests upon the shoulders of the men who, by the chance of fate, are invested with the power of making and showing motion pictures.

## "Beau Geste"

**"L**OOKS like money," said a Broadway theatrical man after the first part of "Beau Geste" and at the conclusion of the picture Mrs. Mayor Walker exclaimed, above the applause: "That's a darn good picture!"

Which tells better than a lot of words of mine the box-office value of "Beau Geste," the well-heralded F. P. L. special, by Herbert Brenon from the best seller novel "Beau Geste," given its premier this week at the Criterion Theatre.

Hugo Riesenfeld, who cut, scored and presented the picture, proved again that music is the soul of the screen.

The beauty of the picture is at times most brilliant. Color sparkles throughout. The performance of Noah Beery as Officer Lejaune, will, it seems to me, go down in screen history. The cast is notable and the acting sincere and telling. Director Brenon has made a skilful translation of what is a most original and entrancing story. "Beau Geste" should rank high among this season's offerings.

W. A. J.





Bill Cody arrives at the Associated studios, Los Angeles, to start work on "Flashing Heels," the second of his series for Associated Exhibitors

## PICTURES AND PEOPLE

**A** TO HONOR AUTHORESS  
ADMIRERS of the late Mrs. Gene Stratton-Porter throughout the country will join in commemorating a National Gene Stratton-Porter week to commence September 26, 1926, feeling that the most fitting tribute that could be paid her memory would be the stimulation of an even greater interest in her works. Both the publishers of her novels and Film Booking Offices, which distributes her pictures, will co-operate. Women's organizations and societies in every state have made a notable feature of this week in arranging schedules of their activities.



Hal Roach, Pathe producer, arrives in New York with Mrs. Roach for a brief vacation, and is met by W. B. Frank, his Eastern manager



Col. W. F. Clark, of Cranfield & Clark, London and New York, arrived here this week for a three months' visit. (Photo by Keystone View Co.)

**P** AT DOWLING OFF  
PAT DOWLING, publicity and sales director for Christie, was preparing to depart this week from New York City on his cross-country road trip in the pint-size Citroen car imported from France for the occasion. Between Pat's geniality and the oddity of the Citroen car (which is the sort you could park under the porch or in the bathtub), the trip should do a lot of good for Christie Anniversary week.

**T** OLD TIMERS MEET  
TWO veteran actors who appeared together on the stage in 1893 are together again after more than thirty years, this time in a film. Louis Payne and Burr McIntosh are the actors, and "The Yankee Clipper" is the picture. The two were together in stock back in '93.



Marion Davies, as "Tina," the Dutch girl, in a humorous bit from "The Red Mill," her new Cosmopolitan vehicle filmed at Metro-Goldwyn-Mayer

**M** "U" EXPLOITRESS WED  
MRS. ANN McMURDY, publicity director of the Alhambra Theatre, Universal's exploitation house in Milwaukee, was married last week, and in future will be known as Mrs. McDonough. She will remain as publicity director of the Alhambra.



Lloyd Hamilton, star and comedian in the Educational-Lloyd Hamilton comedies, poses for the photographer between scenes with his mother



Arthur Maude (centre) and two members of his technical staff during the filming of the latest Romance production, "The Blue Boy," based on the painting of that name and released by Educational



Madge Bellamy and Allan Forrest in a scene from "Summer Bachelors," the first Fox Films production to be made in the East in three years



## N. F. N. EMPLOYEES' ANNUAL OUTING

NOW part of history the annual outing tendered the employees of the New York office and of the New York and New Jersey exchanges of the First National Pictures, Inc., will long be remembered by the three hundred who took part. Held at Indian Point, New York, it proved to be the most successful from the viewpoint of numbers, enthusiasm and fun of any of the series. Owing to their absence in California to dedicate the new studio at Hollywood, President Lieber and General Manager R. A. Rowland were not present.

Even the boat trip on the *Chauncey M. Depew* was made short by dancing to a George Olsen Orchestra, a Charleston contest being introduced. Pictures were taken of the start and arrival. W. C. Boothby, financial comptroller, umpired the baseball game and gave it to the married men, justly or otherwise (that will ever be a moot point). Samuel Spring, secretary-treasurer, showed his versatility by playing Grade A baseball and then entering the tennis court lists with Sol Shernow, head of the print division.

Thirteen events made up a track and field program that preceded a big chicken dinner to wind up a merry day for every First Nationalite present.

## "TWO P. D. C. PICTURES APPROVED

**RISKY BUSINESS**" and "West of Broadway," starring respectively Vera Reynolds and Priscilla Dean, have received the approval of the National Board of Review. Both are recommended for consumption for all members of the family, including the young who must be safeguarded, the flappers' conception of independence to the contrary. The former picture has the additional quality of emphasizing the greater merit in work and devotion to duty as opposed to a life of ease. Maybe so, but most of us will gamble on the life of ease if we are only assured of the wherewithal to live it.

Priscilla Dean's vehicle is approved because the Board finds it "An entertaining comic western." If this be true the writer of this particular paragraph is going to ask that he be assigned to the pre-view showing. The majority are far from "entertaining" or in the true sense, "comic." Miss Dean herself may prove an antidote for cowboys who seldom climb legitimately into a saddle but feel they must establish each time a new broad-jump record.

## THE BUSY COSTELLOS

THE junior Costellos, Dolores and Helene, are on a vacation from the Warner Bros. studio for the first time in more than a year. Between working at Warners and at other companies who sought their services, they have been dashing from picture to picture without a rest, so when Dolores finished in the third John Barrymore picture and Helene completed one of the principal roles in "The Honeymoon Express," they hastily assembled a party of friends and slipped off to one of the California beaches to forget Kleiglits and Kameras for at least a few days. Meanwhile, Costello pere is busy at M-G-M, appearing in "Johnny Get Your Hair Cut," with Jackie Coogan.

## NEBEL JOINS FOX

THE latest recruit to the Fox exploitation forces under the generalship of William K. Rudolph is Charlie Nebel, former MOTION PICTURE NEWS representative, who has been assigned to the St. Louis office, taking in the St. Louis and Memphis territories. Nebel was connected with the NEWS for some time, acting as correspondent and as circulation representative. Prior to that he was engaged in production in Hollywood, and has a wide knowledge of the various branches of the industry. If past work is any criterion, he should make a valuable addition to the Fox exploitation ranks.

## ROAMIN' THROUGH ROME

LEE A. OCHS, prominent theatre realty man whose familiar presence is missed these days along the Rialto, postcards from Rome that he is enjoying his trip immensely and finds the Italian capital a delightful city. His trip is mainly a vacation, but he will look over a number of European theatres while there, in search of new ideas.



*The Great Unknown* (so far as photographers are concerned) or none other than Bob Kane, producer, caught by the camera in an informal pose for the first time with Ben Lyon and Lois Moran during the filming of "The Prince of Tempters" for First National

## LOWELL DRIVING TO COAST

JOHN LOWELL, star and producer of outstanding independent productions, will leave for Hollywood by automobile about September 1. He will make personal appearances and visit several exchange centres en route.

His wife, L. Case Russell, a leading scenarist, had a disastrous fire recently at their home in the Adirondacks in the studio where she does her writing. Preparing to leave shortly for Los Angeles to join Mr. Lowell, she spent two days sorting over manuscripts, burning old papers and carbon copies of old and new stories. Leaving the studio for a few moments, a back-draft ignited the building. Prompt work saved the studio, but a large number of manuscripts were burned before the fire could be put out. Fortunately, copies of many of them are in the hands of her agents, but the loss is considerable.

## "DICK" RECOVERING

J. S. DICKERSON, associate editor of Motion Picture News, who is in St. Elizabeth's Hospital, Elizabeth, N.J., with pneumonia, has improved greatly and it is now merely a matter of convalescence. He wishes to extend thanks for the many messages of sympathy and good wishes which have come in during his illness. He entered the hospital on Monday and quickly began to improve. This continued steadily through the week, with no set-backs to cause further concern. Fortunately, prompt treatment and care warded off what might have been a much more serious attack.

## MARY LIKES OUR CITY

MARY PHILBIN, Universal star, who has been vacationing in New York (her first visit to our metropolis), likes Manhattan so well that she has obtained an additional two weeks' leave of absence, a week of which will be spent in Newport with relatives and the remainder in seeing the sights of our little island (which Archie, the Office Boy, defines as a small body of land entirely surrounded by a rum fleet).

## W ROTHACKER EN ROUTE

WATTERSON R. ROTHACKER, the man who invented the European business vacation, writes from Venice that he was sailing shortly from Genoa and expected to land in New York about the 28th, so we assume that as this is being written the young globe-trotter is somewhere on the high seas in an Italian liner. He will presumably take up his new duties with Paramount shortly.





Group photo made at dinner to Edward Getlin, Paris representative of International Newsreel, at New Rochelle recently, left to right: Walter Greding, S. H. MacKean, C. B. Stratton, W. E. Boyd, Getlin, E. B. Hatrick, T. C. Dietrich, P. M. Gulick; bottom row: R. V. Anderson, M. D. Clofine, George Doherty

**G**UNSOLICITED PRAISE THAT COUNTS  
GRANTLAND RICE'S tribute to Red Grange as a screen actor has a two-fold value. In the first place, he knows football when he sees it on or off the screen; secondly, because of his own contributions to the screen through his Pathe Sportlights he has more than a passing acquaintance with the moving-picture world. Because of this his tribute in his *Herald-Tribune* column carries double weight (and this is not published through any F. B. O. subsidy, such as possible spirituous hospitality on the part of Joseph Jefferson O'Neill).

Rice calls attention to athletic celebrities who have been filmed, including Babe Ruth, Jack Dempsey, Bill Tilden and Gene Tunney, but does not mention Gunboat Smith, who is now established, justly not because of his merits as a pugilist, but as an actor. Grantland had not seen the Tunney picture—but I have—and he justly claims that the main award to date goes to Grange as a screen actor.

He says in part: "He (Grange) takes a crack at the cinema in Byron Morgan's story, 'A Minute to Play,' and the once Galloping Ghost of Illinois gets by nicely. The Redhead may not be a Douglas Fairbanks, but he is far from being a flop. He does a good job for a first picture that is full of action. So far he takes over the cinema chaplet for athletes, with the Gene Tunney precinct to be heard from shortly."



Dave Fleischer, who is directing the "Carrie of the Chorus" series for Red Seal, shows Peggy Shaw, the lead, an interesting item in the industry's leading trade paper. (This photo will positively be shown in no other trade paper this season)

## "HAIL, REX INGRAM RETURNS

HAIL, the conquering hero comes" might well be the tune greeting the director who staged "Mare Nostrum" for Metro-Goldwyn-Mayer, on his return from a two years' exile in Europe. His direction of the Ibanez picture, which recently concluded its long run at the Criterion Theatre, New York, was followed by "The Magician," soon to be released, an adaptation from Somerset Maugham's novel. In this, Alice Terry and Paul Wegener, a noted German actor, head a company of distinguished foreign actors.

Ingram's absence abroad has been due to poor health. He is said to have fully recovered after two years on the Riviera. He will linger only a short time in New York before he departs for the Pacific Coast. His plans for the coming season are unsettled. He may return to Europe to direct his next picture there.



The group responsible for "The Belle of Broadway," Columbia's second release of the new season; left to right: Harry Cohn, vice-president and director-general of production for Columbia; Betty Compson, the star, and Harry O. Hoyt, who directed

## THEORY AND PRACTICE

**I**N view of the news dispatches from curiously named Speculator, the town in the Adirondacks where Gene Tunney is training for his fight with Jack Dempsey, that the challenger is going around with a black eye received in boxing with his training staff opponents there is amusement in a press notice from Pathe anent this same Tunney. It was sent out, of course, altruistically, but curiously, at the same time that a pre-showing of Tunney's serial for Pathe, "The Fighting Marine," was thrown on the screen.

Actors at Hollywood, where the picture was taken, showed the ex-Marine how to make-up for his Kleig light debut. In return Tunney taught them a thing or two about making-up for the prize-fight ring.

Tunney called attention to the prominence of his eyebrows, to cushions of flesh beneath his eyes at the top of the cheek bone—no softness, no weak spots, muscle and cartilage. Tunney calls it callous.

"I have developed a hard face," he said. "Where the impact of a glove would tear the flesh of some men, a blow leaves my face unharmed and never marred. Over the eyes, by massage and work, I have developed this callous. The same over the cheek bones."

Evidently Tunney's sparring partner had not been told about this make-up idea of the challenger, for he left a lovely black-bluish mark beneath one of Gene's eyes which did not live up to the "callous" quality boasted of at the studio in Hollywood.

## GERMAN HERE TO STUDY

**L**EO HORSTER, of Germany, has been sent by the home office of First National to the Milwaukee branch for an indefinite period to study American methods of distribution, with a view to applying this knowledge in Germany when he returns to open First National offices there.



## J MASTBAUM'S ADDITIONAL RODINS

JULES E. MASTBAUM, head of the Stanley Company of America, delayed his departure from Paris until last week to spend every possible moment in Meudon in connection with the preparation in that city of the facade of the Rodin Museum, to be erected by the Mastbaum foundation in Philadelphia. Already there are 137 recasts of the sculptor's works in the city of Brotherly Love, the majority of these in the Art Building of the Sesqui-Centennial Exposition. The additional pieces secured by Mr. Mastbaum will be sent to Albert Rosenthal, curator of the museum to be built by Jacques Greber, French architect, in association with Paul Cret, Professor of Architecture at the University of Pennsylvania. A special representative of the French Minister of Fine Arts will attend the cornerstone laying of the museum in October. A duplicate in stone of the facade of the Meudon Museum and a replica of the grill in wrought iron are being shipped to this country.

The facade is about 80 feet in length and 35 feet in height. In the center is an ornamental grill. The museum itself will be some distance in the rear of this facade. "Gates of Hell," the widely discussed and most important feature, will be the real entrance to the museum itself. Seventy additional Rodiniana will be added to the 130 already in Philadelphia. This includes letters, mementoes, studies, paintings and drawings, as well as letters by the master.

Unusual honors were paid Mr. Mastbaum in France, including a luncheon attended by Ambassador Berenger. Accompanying the head of the Stanley Company have been his wife, daughter Betty, and sister-in-law Mrs. Milton Herold, the latter decorated for her Red Cross work in the Great War by the French Government. Other Philadelphians in the party were Mr. and Mrs. Meyer Speiser, Mr. and Mrs. George W. Metzel and Arthur Block.



First meeting of the newly organized Pathe club, held in New York with Monty Banks, Pathe star, as guest of honor. Lou Diamond, president, at the extreme left

## A TENNESSEE SCREEN DEB

HELEN MUNDY, a 17-year-old girl of the Tennessee mountains, who until late last week had never seen a large village, an automobile, a railroad train or any of the other features of modern urban life, has come to New York to make a bid for screen fame. She was discovered by the Karl Brown unit, making "Stark Love" for Paramount, with native mountaineers as the actors. They were so enthusiastic over her natural ability that they persuaded her to come to New York under a one-year contract for the purpose of a real try-out and an unusual opportunity. The contract was formally signed this week.

## WHAT THE NEWS REEL MISSED

PAUL WHITEMAN, the rotund jazz-band leader tearing his trousers climbing the Civic Virtue Statue at City Hall Park when attending the reception on his return from Europe.



Mr. and Mrs. Benjamin Warner, parents of the Warner brothers, who celebrate their golden wedding anniversary this week

## WARNERS CELEBRATE

THE Warner family is holding a double—and very happy—celebration this week in Hollywood. Mr. and Mrs. Benjamin Warner, parents of the Warner brothers, were married just 50 years ago on August 25, and are celebrating their golden wedding anniversary—and with it their joy at the successful launching of the Vitaphone.

The Warners have always been an exceptionally devoted family. The parents have watched the steady rise of their sons with the greatest interest and joy, and came East especially for the Vitaphone premiere. Its success brought them unbounded happiness. When they returned to the Coast, they urged all of their sons to join them for their golden wedding anniversary. Unfortunately, the press of affairs in connection with Vitaphone made this impossible, but Harry M. Warner and Jack Warner are with them, while Sam and Albert are celebrating with them at long distance.

## MRS. MARY A. McGRATH DIES

THE death of Mrs. Mary A. McGrath, mother of William J. McGrath, publicity and advertising director of Columbia, at her home in Allentown, Pa., came this week after a long and severe illness. She was 68 years of age, and is survived by her son and one daughter, Nona K. Forbes.



The Universal unit making a film on tour around the world leaves Universal City, Calif. From the left; Hugo Schoenman, cameraman; George Jacoby, director; Elga Brink, Jack Trevor, Marietta Miller, George Alexander, G. Jacoby, business manager; Dr. Shirakower



# Greater Movie Season Big Success

Circuit and Individual Theatre Owners Throughout Country

Express Complete Satisfaction; Claim Large Returns

**T**HAT the Greater Movie Season just past was a great success in every way is the consensus of opinion of exhibitors all over the country. Judging from the letters received by the Hays office the box-office returns this "Season" were greater than those received during last year's "Go to the Movie" period. Many claimed better business in August, the hottest month of this summer, than in June, which was unseasonably cool.

"Everybody is tickled to death over the increase in business," says W. S. Waid, of the Motion Picture Theatre Owners of Texas, who directed the state campaign. "The increase came in spite of the fact that June was rather cool while August was one of the hottest months this year."

Greater Movie Season has been a great success in Louisville, Ky., says Charles W. Krebs, general manager of the local campaign. "In spite of hot and rainy weather attendance at theatres participating in Greater Movie Season increased considerably over last year, when the season was first celebrated here. There has been an increase so far of from forty to sixty per cent over August, 1924, with ten days to go. Greater Movie Season has turned a bad month into a good one and, of course, the exhibitors are well pleased."

"Everybody is happy over the outcome of Greater Movie Season," according to C. A. McElravy, director of the Memphis Greater Movie Season campaign. "The season is far in advance of anything ever done in past years," he says. "The public responded wonderfully and the increase in business was far beyond all expectation."

## Cerium Oxide Said to Absorb Kleig Rays

**E**XPERIMENTAL work looking to the development of some means of so shading studio lights as to prevent "Kleig eye" has resulted in the discovery that a screen of glass containing a small percentage of cerium oxide, placed in front of the arc lights, would absorb the short ultra violet rays of less than 350 millimicrons, which cause most of the damage to human eyes and which are absorbed by the camera lens before they reach the film, it has been announced by the Department of Commerce.

It was stated at the bureau that although a sheet of window glass of one-fourth inch in thickness would exclude some of the harmful rays, the best results could be achieved from the use of the cerium oxide glass. A sample melt of that type of glass has been prepared by the glass-making plant at the bureau for experimental work.

It is believed by the scientists engaged in the work, however, that, in the adoption of the suggested method, it will probably be necessary to use "white flame" or "yellow flame" carbon electrodes in the arc lights and to sensitize the photographic film to the yellow and red region of the spectrum.

## Stanley - Mark Strand Gets Conn. House

**T**HE Stanley-Mark Strand circuit has acquired its first Connecticut house in the Poli on East Main Street, Waterbury, Conn., from S. Z. Poli. The house was built in 1896 and was originally intended for vaudeville. With the coming of the motion picture it was converted into a double policy theatre. It seats 1,800 and will be taken over by Stanley-Mark Strand on January 1st, 1927, after undergoing a complete alteration.

Though no other theatre properties in the Waterbury locality are to pass into the hands of the new organization at this time, it is rumored that the firm intends taking over other houses.

The cooperation of the local newspapers was wonderful."

The theatres of the State of Michigan have rolled up another big gross for August as a result of the Greater Movie Season Campaign, according to H. M. Richey, general manager of the Motion Picture Theatre Owners of Michigan, who conducted the second annual campaign of the Michigan theatre owners. "We have had hotter weather than last year, and better business," he said. "The contest in the Detroit 'Times' has created tremendous interest. More than 15,000 requests for back numbers of the papers containing the contest pictures have been received by the 'Times.' I know that Michigan has put on the best campaign in its history and I believe the best campaign in the United States."

Greater Movie Season has helped materially to increase business, according to the Greater Movie Season Committee in Pittsburgh. A fine exploitation campaign has included billboards, contests, cards on all street car fronts for three weeks, tie-ups with taxicab companies, radio and merchants, special newspaper advertising and an extremely successful beauty pageant and auto parade.

"We realized the importance of Greater Movie Season and were very strong for it," reports Carl A. Porter, of the Victory Theatre, manager of the campaign in Salt Lake City. "The Salt Lake 'Telegram's' Greater Movie Season Contest created great interest. The theatres used additional advertising space, twenty-four sheets, window tie-ups, etc. The Paramount-Empress showed a ten per cent increase in business over last August when Greater Movie Season was first celebrated. This, of course, is a great increase over August, 1924, when there was no celebration. The Victory showed an increase of twenty per cent over last year."

Atlantic City theatre owners are especially pleased with the tremendous success of the Greater Movie Season Contest this year, which stood out even bigger than last year, according to Edward J. O'Keefe,

general manager of the campaign. "Every movie fan in Atlantic City was interested and the judges are having their hands full going over the thousands of entries submitted. Greater Movie Season was a success in every way."

## New England Grants Six Incorporation Charters

New corporations organized during the week in New England include the following:

Massachusetts—New England Film Production, Inc., Boston, capital \$10,000. Incorporators Camilio Chioini, Harry Gaylord and Louis G. Radi, all of Boston. 1694 Main Street Corp., Springfield, capital 1,000 shares without par. Incorporators Ignatius M. Hoar, Catherine E. McCarthy and Alice R. Curran, all of Springfield. Wirth & Hamid, Inc., Boston, capital 10 shares without par. Incorporators Leo E. Sherry, Mary E. Conner and Lillian V. Green, all of Boston.

Connecticut—A. C. A. Film Exchange, Inc., New Haven, capital \$10,000. Incorporators Walter Breslaw and others, all of New Haven. East Coast Theatres, Inc., Stamford, capital \$50,000. Incorporators D. F. Hogan, 526 Main Street, and others, all of Stamford. Maine—Star Theatre, Inc., Bar Harbor, capital \$200,000. Incorporators Joel E. Emery, David O. Rodick and Serenus D. Rodick.

## Stipulation Filed in West Coast Case

**A**LL EGOATIONS contained in the complaint issued by the Federal Trade Commission against West Coast Theatres, et al, have been substantiated by the facts agreed to by counsel for the respondents and the commission and appearing in the stipulation filed in lieu of testimony, it is contended by the special counsel for the commission in a brief asking that an appropriate order be issued in the case.

The commission charged violation of the Federal Trade Commission act by the actions of the respondents in combining and cooperating for the purpose of hindering and preventing producers or distributors of motion picture films in other States from leasing films to competitors of the respondents and by restraining competition among the respondents and between the respondents and other exhibitors in California in negotiating for and leasing motion picture films to be shipped from other States to said competitors.

It has been "conclusively shown," it is declared in the brief, "that the acts and practices of the respondents were detrimental to the interests of other exhibitors." The allegations of the commission and the facts agreed to in the stipulation are given in parallel columns in the brief to substantiate this assertion.



# Rudolph Valentino, Idol of Millions, Passes Away

Death, After Brave Fight, Comes as Shock to Entire Industry;  
Thousands Mob Bier for Last Glimpse of Favorite

**V**ALENTINO is dead. The glamorous career of the man whose sudden rise to film fame was more romantic than any of the screen dramas in which he appeared, came to an end on Monday at 12:10 P.M. at the Polyclinic Hospital in New York City, where he had undergone a double operation for acute appendicitis and gastric ulcers.

He was but 31 years of age, and his life was prolonged for several days by his youthful vitality and strength after medical skill could do no more. Peritonitis and septic poisoning brought about the end after a period of coma lasting for several hours. He remained confident of his recovery to the end, and his last rational words were those spoken to Joseph M. Schenck, at 6 A.M., on Monday, when he said, "Don't worry, Chief, I will be all right."

After that he became delirious, speaking mostly in Italian, and passed into a coma. When the end came, he was attended by three doctors and two nurses. His brother and sister in Europe had been sent for, but he had no kin in this country. His manager, S. George Ullman, unnerved by four days and nights of ceaseless watching, was unable to remain at the bedside during the last moments.

The street outside was thronged by curious thousands, and it was necessary to remove the body through a side entrance to take it to Campbell's Funeral Parlors.

On Tuesday the body lay in state at Campbell's Funeral Church, and the crowd which assembled for a brief glimpse of the dead screen star's face assumed the proportions and manners of a mob. Police reserves were called out frequently during the day, and windows were shattered and many persons hurt in the occasional rioting.

It was estimated that more than 60,000



Rudolph Valentino as he appeared in his last picture, "The Son of the Sheik"

persons had attempted to enter the Funeral Church on Tuesday, and a further repetition of this occurred Wednesday.

On Monday, at 11 A.M., a requiem high mass will be solemnized at St. Malachy's Church, better known as the Actors' church, 239 West 49th Street, New York City. The pastor of this church, Rev. Father Edward F. Leonard, administered the last rites to the dying actor. Admission will be by card only, as the church can accommodate only about five hundred persons.

No word has been received from Valentino's brother and sister, and it is not known whether they are en route to America or not. Burial plans will rest with their decision, and it is not yet known whether the actor's remains will lie in Hollywood or in Italy beside his father and mother.

His personal fortune at the time of his death is understood to be small, consisting mainly of his home in Beverly Hills.

Rudolph Valentino was born Rodolpho Alfonzo Raffaello Pierre Filibert Guglielmi di Valentina d'Antonguolla, on May 6, 1895, in the village of Castellaneta, Italy, his father being a captain of Italian cavalry and later a veterinary. After attending Dante Alighieri College and a military school, Valentino enrolled in the Royal Academy of Agriculture to learn scientific farming.

He arrived in New York on December 23, 1913, and became superintendent of a Long Island estate. Later he was an apprentice landscape gardener in Central Park. After this followed a period of unemployment and virtual poverty. He turned to dancing

and became a partner of Bonnie Glass, and later Joan Sawyer, earning some little reputation.

His ambitions, however, still leaned toward scientific farming and he favored California. With this in view, he joined a musical comedy company headed for the West Coast. The troupe stranded in San Francisco, and at the suggestion of Norman Kerry, whom he had known in the East, Valentino went to Los Angeles to try picture work. This proved more difficult than he had expected, however, and for some time he was unable to get work of any sort around the studios. Finally, Emmett Flynn gave him work as an extra, but the picture was tied up in litigation and was not released until several years later.

He did a bit with Clara Kimball Young in "Eyes of Youth." June Mathis, then working with Rex Ingram on preparations for "The Four Horsemen," saw this and thought he might be the type they wanted for Julio Desnoyers. Because of his ability as a dancer and his type, Valentino was engaged for the role.

The success of "The Four Horsemen" was the success of Valentino. Almost instantly, he leaped into popularity and public favor. "The Conquering Power" and "Camille" followed, but it was not until the release of "The Sheik" that Valentino came to the very forefront. He caught the public fancy, added a new word to the English language, and his fame knew no bounds.

"The Young Rajah" and "Blood and Sand" were his next pictures for Famous Players. Certain differences arose and he

## Co-Workers Wire Sympathy to J. M. Schenck

**F**OURTEEN of Valentino's co-workers in Hollywood wired the following expression of regret at the death of Valentino to Joseph M. Schenck on Monday, shortly after receiving word of the event:

"We wish you to know how keenly we feel the loss of our friend and United Artists associate, and to express our deepest sympathy to you personally. May we not at this time reassure you of our loyalty by pledging ourselves to cherish always Rudolph Valentino's memory and to strive further for the ideals of which our departed co-worker would be proud. We are, in all sincerity, John W. Considine Jr., Charles Chaplin, John Barrymore, Buster Keaton, Samuel Goldwyn, Roland West, Ronald Colman, Vilma Banky, Henry King, George Fitzmaurice, Sidney Franklin, Fred Niblo, Mme. Fred de Gressac, Abe Lehr."

## Hugo Riesenfeld Honor Guest of A.M.P.A.

**T**HE A. M. P. A. tendered a luncheon in honor of Hugo Riesenfeld, recently returned from a trip to Europe, at the Hofbrau Haus, Thursday, August 19th. Edward Montagne, West Coast scenario editor for Universal, brought greetings from the West Coast division of the industry to all the members of A. M. P. A.

Dr. Riesenfeld denied the rumor that he is permanently associated with a theatre-distributor project. He asserted that "the future looks beautiful and sweet to me as an individual engaged in independent enterprises. On the night that I finish conducting for the premiere of 'Beau Geste,' I shall be open to all comers."



breached his contract. Famous then restrained him from appearing in pictures for any other company and for a time this threatened to end his career. A compromise was reached, however, through which he made "Monsieur Beaucaire" and "The Sainted Devil."

Joseph M. Schenck then signed him to make pictures for release by United Artists. The first was "The Eagle," which demonstrated that the star had lost none of his remarkable personal popularity. This was followed, more recently, by "The Son of the Sheik," his last picture.

It is announced by United Artists Corporation that his pictures will be continued in circulation so long as there is any public desire to see them.

Valentino is survived by his brother, Alberto Guglielmi, in Paris; and his sister, Maria Guglielmi, in Rome. He was married twice, the first time to Jean Acker, screen actress, and later to Winifred Hudnut, professionally known as Natacha Rambova. He was divorced from both. According to her own statement, Pola Negri was engaged to marry him. She suffered a complete breakdown upon receiving word of his death, and is understood to be arranging to come to New York for the funeral.

Many important figures in the film world hastened to pay tribute to the man and the artist and to express their regret at the passing of a friend. Some of these expressions follow:

Joseph M. Schenck, chairman of the board of directors of United Artists corporation, and Hiram Abrams, president of United Artists, speaking for that organization, its board of directors, and themselves, issued a statement immediately after the death of Valentino:

"We are grieved and shocked at the great loss. Everyone hoped for the best, especially since the boy had waged so brave a fight against the huge odds.

"The loss is a great one to us personally because he was our friend, and surely a

## Planning Philly's Second Golf Tournament

THE second annual golf tournament of the motion picture zone of Philadelphia will take place this year at the Green Valley Country Club on Wednesday, September 22nd. This event comes the day previous to the Dempsey-Tunney fight which, along with the Sesqui-Centennial, is expected to attract many movie men from all parts of the nation. The Motion Picture Theatre Owners of Pennsylvania, the Film Board of Trade and others interests have completed arrangements to receive the expected influx of visitors. Irving D. Rossheim, treasurer of the Stanley Company of America, is chairman of the following committee: Dr. W. G. Steumpfig, Germantown Theatre; Oscar Neufeld, president of the Film Board of Trade; P. A. Bloch, manager of Famous Players-Lasky; Jack Greenberg, secretary of the Film Board of Trade; Nick Power, Strand Theatre, Doylestown; Joe Schaeffer of the Warner Brothers' Exchange; Bill Doyle of the Universal Exchange and Paul Greenhalgh, sports editor of "The Exhibitor."

Inquiries regarding tickets and other information are referred to the chairman of the committee.

## N. Y. Hippodrome to Present First Runs

THE new policy of the New York Hippodrome will present in its program, in addition to the Keith-Albee high-class vaudeville, pre-releases of pictures released by Producers Distributing Corporation and other worthy productions of independent producers. The first picture selected to inaugurate the new policy is "Young April," the screen version of the novel by Egerton Castle, featuring Joseph Schildkraut, Bessie Love and Rudolph Schildkraut.

The change of policy at the Hippodrome gives the producers who release through Producers Distributing Corporation an important first-run house on a par with any in the country. The vaudeville program will consist of six acts and two orchestras will be used together with the Hippodrome Grand Organ. The corps de ballet will be retained as will "Toytown," which will be enlarged.

real blow to the motion picture industry in which he stood so high."

S. George Ullman, who for years has been personal representative and business manager for Valentino, had not slept for four nights and four days, being in constant attendance at the bedside. When Mr. Valentino died the physicians ordered him into absolute seclusion. He gave out the following statement:

"Mr. Valentino was greatly cheered during his last days by the thousands of messages sent him by his friends and motion picture admirers, and while he was too weak to read all of them it was a great comfort to him to know that so many friends were interested and sympathetic. I know he would want me to express the gratitude he felt. Personally, I want to thank the physicians and nurses and the hospital attaches who worked so hard and conscientiously to save his life. Everything humanly possible was done for him."

John W. Considine, Jr., producer of Valentino's pictures, wired:

"Terribly shocked with sudden news of Rudy's death and sympathize with you for what you have gone through. Everyone has commented on your fine show of friendship and sympathy which will always be remembered. Rudy told me before he left that no matter what happened to him he was happy with realization he had attained his life's ambition with completion of 'The Son of the Sheik,' as everyone could see him at his best in this picture even if he never made another."

The Stanley Company of America, through Jules E. Mastbaum, its president: "Deepest sympathy. The death of Valentino removes from the screen a splendid personality. He was not only the greatest lover but also a perfect gentleman. He will be greatly missed by hundreds of thousands who admired his work as an artist and by the friends who loved him as a man."

John H. Kinsky and George W. Trendle, Detroit: "Valentino's death great shock to us and all Detroit movie theatre patrons. Deepest sympathy."

Walter Hays, Mark Strand interests, Buffalo, N. Y.: "The motion picture industry has lost one of its most upstanding characters. A most brilliant star has been dimmed but its rays will eternally penetrate the far reaches of the world. Our

New York Strand has been the scene of his greatest triumph and we will miss his graciousness and fine airs and we regard his death as a great personal loss. To you who have been closest to him for the past few years I extend my deepest sympathy. Perhaps time may furnish a worthy successor to Rudolph Valentino but at present no such person appears upon the horizon."

Carlyle Blackwell cabled from London: "Please convey to relatives and friends of Valentino my deepest and heartfelt sympathy."

Noah Beery wired from San Antonio, Texas: "My sympathy. Rudy was a man among men and his loss will be a great loss to our profession."

Frank Lloyd: "Accept my heartfelt sympathy for you and the industry's great loss."

Max Fleischer telegraphed: "Accept our condolences in your hour of sorrow. We have all lost one of the greatest actors in the motion picture industry. We realize that you have lost even more a real friend."

Hiram Abrams, president of United Artists Corporation, received telegrams from editors throughout the country who have known Valentino well. John W. Alicoate, Maurice Kann and Donald Mersereau of Film Daily, wired: "The Film Daily understands how deeply you must feel over the loss of Rudolph Valentino. We join with you in sympathy."

Hazel Flynn, famous "Rob Reel" of the Chicago Evening American: "Am shocked beyond words and know that I speak for multitudes of Valentino's screen admirers here when I extend deepest sympathy both to his relatives and friends and to United Artists. His death seems an irreparable loss."

## Positive Film Exports Decline in June

A DECLINE of nearly 3,000,000 feet in our exports of positive film and slight reductions in our shipments of other classes brought our June exports of that commodity to a total of but \$618,993, lower than has been reported for several months, according to figures compiled by the Department of Commerce. The drop in value, as compared with May, was slightly more than \$107,000.

Shipments in June included 15,713,391 feet of positive film, with a value of \$464,319; 2,568,041 feet of raw stock, valued at \$76,049, and 312,150 feet of negatives, worth \$53,446, together with 1,789,990 feet, valued at \$25,179, shipped to non-contiguous territories, the last named being positive film. In May, exports included 18,705,977 feet of positive film, valued at \$562,874; 3,009,217 feet of raw stock, worth \$81,294, and 347,211 feet of negatives, with a value of \$67,439; shipments to non-contiguous territories totaled 1,152,322 feet, valued at \$14,672.

The outstanding feature of the month was the amount of positive film purchased by Australia—2,994,030 feet, valued at \$79,602, an increase of \$31,000 over May. Similar purchases by the United Kingdom, however, amounted to only 452,401 feet, valued at \$21,272, against 729,225 feet, valued at \$39,087, in May, and exports of positives to Canada dropped from 1,600,575 feet, valued at \$55,925, in May, to 1,488,201 feet, valued at \$41,547, in June.



The Olympic theatre, Chicago: "The news of Valentino's death shocked us deeply. Our sincere sympathy to filmdom and his relatives."

Resolutions of sympathy from executives of United Artists Corporation to S. George Ullman, Valentino's manager for several years, were extended "to the friend who remains behind."

Adolph Zukor, president: "Rudolph Valentino was a great artist. His death comes as a profound shock to all of us who have watched his amazing career on the screen. In his death the motion picture loses a vivid personality who has brought romance and entertainment into the lives of millions throughout the world."

Sidney R. Kent, General Manager: "Those of us who knew Rudolph Valentino and watched his amazing rise to fame, are profoundly shocked by his untimely death. Valentino was a great artist who had a God-given personality that brought happiness and romance into the lives of millions throughout the world. The loss is a great one."

Lois Wilson: "I am deeply shocked to hear of Mr. Valentino's death. He was one of the finest men I have met during my motion picture career. I worked with him in 'Monsieur Beaucaire' and that engagement stands out as one of the happiest I have known. I knew Rudolph Valentino for seven years and there was absolutely no change in his character when he became a public idol. I feel that I have lost a personal friend."

Richard Dix: "The public knew and loves Valentino as an artist—we knew and loved 'Rudy' as a man."

Herbert Brenon, director: "In the death of Rudolph Valentino the screen has lost its most picturesque and outstanding personality—a charming gentleman and brilliant actor who had but scratched the surface of his great talent, as his last performance of the father in his last picture so clearly proves."

Thomas Meighan: "Rudolph Valentino's death was a great shock to me. He was a remarkable actor and the picture industry loses one of its most colorful personalities in his passing. More than that,

## Lillian Valentine New Columbia Casting Head

**A**N important position at the Columbia Studio has been given Mrs. Lillian Valentine—that of head of the casting department. Mrs. Valentine served in the capacity of Universal casting director for eleven years. She was also business manager of the Lois Weber Studio, and when Universal was producing in the East was assistant studio manager.

it loses a gentleman of dignity and reserve, respected and loved by his business associates. Personally, I have lost a dear friend."

Mal St. Clair, director: "Nothing has ever affected me so deeply. 'Rudy' had a tremendous personality which made him loved by everyone who was able to get within his natural reserve. He was a dear friend of mine."

Richard Rosson, director: "I am more sad than I can tell you about Rudy's death. I have known him ever since 1918, when we were both struggling actors and lived in a hall bedroom in Hollywood. The greatest tribute I can pay to Rudy is that his tremendous success and popularity never changed him. He was the same unaffected 'Rudy' when I saw him most recently."

William Le Baron, associate producer, Long Island Studio: "Our studio is shocked beyond expression at the news of Valentino's death. When I worked with him here every member of the staff grew to respect his ideals and his untiring efforts always to give something better to each picture."

Forrest Halsey, scenarist of "Monsieur Beaucaire": "To have known Valentino and to have worked with him is to have known a great and sincere artist. He was a craftsman of the highest integrity. The screen has lost a fine and ever developing artist. We who knew him have lost a friend of rare charm and enduring loyalty to his work. Loyalty to his work and to his ideals was the keynote of Valentino's career."

Vilma Banky: "Playing opposite Rudolph Valentino has taught me the meaning of courtesy and consideration in a fellow actor."

John Barrymore: "Valentino was a most colorful personality and a fine artist. His loss, artistically, must be considered as very great, stricken as he was, at the height of his career."

Lionel Barrymore: "Rudolph Valentino has not died; he has simply changed from a present personality to a character in history—for in the screen's history he will always live as one of the greatest artists."

Clarence Brown: "Valentino's death is the biggest loss the screen has ever had."

Lon Chaney: "I don't know when a piece of news has so affected me as Valentino's death."

Charlie Chaplin: "The death of Rudolph Valentino is one of the greatest tragedies that have occurred in the history of the motion picture industry."

Marion Davies: "Valentino was a wonderful artist, a staunch friend, a fine, manly young man and a good loyal American."

John Gilbert: "The death of Valentino is a terrific loss to the screen."

Samuel Goldwyn: "The death of Rudolph Valentino is a great tragedy. The loss is not only felt here in Los Angeles, the scene of Mr. Valentino's triumphs, but will be felt throughout the world wherever he was known."

Buster Keaton: "Death surely chose a shining mark when it robbed the world of Valentino."

Jesse L. Lasky: "His death is an irreparable loss to screenedom."

Lonis B. Mayer: "Rudolph Valentino's service to humanity was as great as that of any rabbi, priest or clergyman. He gave happiness to thousands of suffering souls and brought cheer to sad hearts that had little else in the world."

Colleen Moore: "I do not know how to say how deeply I am affected by the sad news."

Mae Murray: "Valentino's greatest quality was a deep sincerity underlying an enormous strength of character."

Marshal Neilan: "Probably no man in film history was more beloved than Valentino. His passing is like the extinguishing of a beacon light."

Alma Rubens: "Valentino was a great idol, and his death will be greatly felt throughout the world."

B. P. Schulberg: "No greater tragedy has clouded the film colony than the passing of Valentino."

Norma Shearer: "Rudolph Valentino's passing means more than the passing of a great artist."

Milton Sills: "Words are inadequate to express my sorrow at the death of Rudolph Valentino."

Blanche Sweet: "The memory of Valentino, the fine, lovable and loyal, will live always."

Estelle Taylor: "Poor boy, he made a good fight, and we hoped that he would recover."

Alice Terry: "As one who played with Valentino in his first two successes, 'The Four Horsemen' and 'The Conquering Power,' his loss to me is a very keen one personally."

## Warners Sell Balance of Lubitsch Contract

**T**HE Warner Brothers concluded a deal last week whereby the balance of the contract they hold on the services of Ernst Lubitsch is turned over to Metro-Goldwyn-Mayer and Famous Players-Lasky, according to an announcement from Jack L. Warner, director general on the Coast in charge of production.

The conditions of the disposals of the contract have not been revealed. The contract had a year longer to run. Since joining Warners, in 1924, Lubitsch has produced five pictures, "The Marriage Circle," "Three Women," "Kiss Me Again," "Lady Windemere's Fan" and "So This Is Paris."

The consummation of the Lubitsch deal is largely due to the success of the Vitaphone, the Warner announcement says. It is planned to concentrate on specials with Vitaphone accompaniment, aside, of course, from the twenty-six Warner Winners of the 1926-27 season. Vitaphone accompaniments for these specials are being arranged, the directors having been decided upon. The first two are "Noah's Ark" and "Black Ivory."

## Pola Negri Will Play "Camille"

**T**HE role of Camille, the creation of the younger Dumas, will be played by Pola Negri in a lavish Paramount production.



Pola Negri

Paramount executives believe that Miss Negri in "Camille" will have an excellent opportunity to surpass her interpretation of the character of Du Barry in "Passion." This decision is in accord with the recent declaration of Paramount officials that only pictures worthy of Miss Negri's talents would be given her.

The actress is now completing a portrayal in "Hotel Imperial." An original story by Gladys Unger adapted for screen purposes by Lajos Biro and Jules Furthman will be her next. "Camille" will follow.



Irving G. Thalberg: "With the passing of Valentino has gone a great artist and one of nature's finest noblemen."

Erie Von Stroheim: "I mourn his passing, not only as a true and talented genius but as a staunch and loyal friend as well."

Cecil B. De Mille: "Mr. Valentino was a great artist. But we must look at death as a progress and not as the end."

William Fox: "I deeply regret the passing of so great a star. Valentino had not reached the zenith of his career and his shadows still were falling to the westward. However, as life is measured by accomplishments and not by length of service, he did well."

Marcus Loew: "I cannot express my grief over the loss of Valentino. He was a friend."

Richard A. Rowland: "Besides a brilliant actor, he was a most lovable man and a credit to the industry."

Nicholas M. Schenck: "The passing of Valentino finds the entire motion picture industry in mourning. He was stricken at the height of a remarkable and well-deserved success. His death is a loss."

Madge Bellamy: "Rudolph Valentino was a distinctive personality that cannot be replaced. His passing leaves a big gap in the motion picture world."

Major Edward Bowes: "The shock of Valentino's death is overwhelming. He was a great actor, a fine person and sincere friend."

Ricardo Cortez: "In the passing of Valentino the picture industry has lost one of its true geniuses."

Bebe Daniels: "The loss of a true friend and a great artist leaves one with a helpless feeling of inexpressible remorse."

## Valentino Insurance Total Set at \$540,000

**A**CCORDING to Arthur Stebbins, film insurance man, the total amount of life insurance carried on Rudolph Valentino was \$540,000, of which \$375,000 is payable to finance corporations interested in the Valentino pictures and \$165,000 represents personal policies, payable to his estate. The Art Finance Corporation, interested in the Schenck productions, is the beneficiary of two policies, one for \$200,000 with the Missouri State and one for \$50,000 with Lincoln. The Motion Picture Capital Corporation, likewise financially interested in the Valentino films, carried a policy of \$125,000 on the actor's life.

Screenland and its followers will never forget him."

Reginald Denny: "We have suffered an irreparable loss. We have lost a real artist and a real man."

Allan Dwan: "The world will miss Valentino as an actor. I miss him as a friend."

Sid Grauman: "The screen has lost one of its greatest figures. As a showman, I found him one of the greatest box-office attractions because of his distinctive characterization of the ideal lover."

Howard Higgin: "To be wiped out when he had reached the highest point in his career is the real tragedy."

Hope Hampton: "His death marks the passing of a great public idol, who can

never be forgotten by the millions who admired him."

Jack Holt: "The news of the death of Valentino struck me like a thunderbolt."

Leatrice Joy: "Rudolph Valentino's death means, perhaps, the greatest loss the screen has ever had."

Norman Kerry: "The loss of my friend has shaken me and I am deeply grieved."

Laura La Plante: "It was a great shock. There is a gap in Hollywood that cannot be filled."

Rod La Rocque: "'Rudy' was a true friend, a real sportsman, an athlete and a gentleman, and one of the greatest individual figures our industry has developed."

Ben Lyon: "I am deeply shocked at his death. The motion picture industry has lost one of its most wonderful actors."

Dorothy Mackaill: "The screen has lost one of its most brilliant figures."

Lois Moran: "To me it was Valentino's youth which makes his death so sad."

Al Roekett: "Valentino's death means a loss to the millions who found their dreams of romance embodied in one of the most colorful figures that the photoplay has produced."

Ray Roekett: "He is a type that comes perhaps but once in history."

Alfred Santell: "The world has lost a real gentleman."

Gloria Swanson: "May the thoughts and prayers of the millions who loved 'Rudy' help him on his journey to the Unknown. As a personal friend and admirer, my humble prayer follows him."

Norma Talmadge: "He put up a gallant fight and died, as he lived, a very brave man."

Florence Vidor: "I, with the millions of other admirers, am bowed with sorrow."

# Labor Troubles Threaten for Sept. 1

## New York City, Detroit and Washington Among Points Affected; Increases Demanded by Theatre Employes at Issue

**A**S the time of year for wage agreements between theatre managers and labor unions draws near, differences over increases demanded by operators and others threaten strikes and shutdowns in several cities. One of the principal points is Detroit, where operators and stage hands are demanding increases which would add from \$335,000 to \$450,000 to the cost of operating Detroit's theatres, managers claim. H. M. Richey, general manager of the M. P. T. O. of Michigan, has been representing the theatre owners at conferences with labor leaders.

Rather than try to operate on a non-union basis, in case the union refuses to alter its stand, 125 theatres in Detroit will close on Sept. 1 when the present contract expires. If the theatres can operate with the present scale in force, they will remain open, managers say. At a meeting last week, 92 theatre owners signified their intention of closing if present demands persist, and others have joined the agreement since. Only the Kinsky-B. & K. houses have declined to join in this step, as yet.

Detroit theatre men have raised a defense fund of \$100,000 to cover losses which may result during the threatened shutdown.

Matters have reached a deadlock in Washington, D.C., with both sides charging bad faith, and a strike on Sept. 1 is not

unlikely, with the possibility that stage hands and musicians may join the operators in a sympathetic strike.

Both sides are preparing for a struggle. The managers are conducting an operators' school, where non-union projectionists are being trained, while the union is taking suitable steps to force a settlement or cause the theatres to close.

Managers contend that the operators broke off negotiations and must take the first steps toward resuming them, to which the operators reply that the attitude of the theatre owners was responsible for the failure of the conferences on the situation.

The deadlock between the operators and the Theatre Owners' Chamber of Commerce in New York City remained unbroken according to last report this week, with conferences scheduled in the hope of arriving at a solution. This is likewise a wage controversy.

In Newark, N.J., musicians are demanding wage increases which average \$15 per week per man. Theatre owners are negotiating with the musicians, with no word as to the outcome as yet.

Syracuse, N.Y., musicians are also demanding wage increases, amounting in this instance to \$4 per player. Theatre owners are fighting the demand.

In Minneapolis, an officer of the international has been called in to assist in breaking the deadlock which exists between theatre owners and stage hands of the Twin Cities. The managers are opposed to the merger of the Minneapolis and St. Paul unions, now proposed, and are also averse to granting the wage increases demanded.

Robert Scott, who has the Metropolitan theatres in St. Paul and Minneapolis, both legitimate houses, is the head of the theatre managers, but his illness has prevented his taking part in negotiations for a new contract.

## Sohmer Manager of Tiffany Cincinnati Branch

On Monday, August 23rd, David Sohmer took up his duties as manager of the Cincinnati branch of Tiffany Productions, Inc., having been appointed to that position by M. H. Hoffman, of Tiffany. Sohmer was for many years connected with the old General Film company. Later he became affiliated with the Universal sales department, then as sales manager for the Commonwealth Film corporation. Last year he was actively engaged with the sales force of the Warner Bros. Cincinnati exchange.



# Arbitration and Film Boards O.k.'d by Government

## Department of Justice Declares Plan Fair, Just and Economical— Certain Objectionable Practices Removed by Change in Rules

(Special to Motion Picture News)

WASHINGTON, August 25.

**A**N endorsement of arbitration methods in the motion picture industry was made to-day by The Department of Justice at the conclusion of its eighteen months' investigation of the Film Boards of Trade.

A formal statement was issued by the Department declares that "this plan, as conceived and executed, provides a fair, just and economical method of dealing with disputes." Certain isolated practices by local film boards were found objectionable and these have been removed by the amplification of arbitration rules.

The statement by the Department of Justice follows:

### *Text of Decision*

"Following complaints received from owners of moving picture theaters, the Department of Justice has during the past eighteen months conducted an extensive investigation of the operations of the Film Boards of Trade, with a view to determine whether or not there had been a violation of the Anti-trust Law.

"The Film Boards of Trade are organized by the industry for the purpose of enforcing awards made by Boards of Arbitration in disputes between motion picture distributors and exhibitors arising under contracts for the leasing of motion picture films.

"There are thirty-two Film Boards of Trade located in the principal cities of the United States, and there are thirty-two Boards of Arbitration. These Boards of Arbitration are made up of three representatives of the distributors and three representatives of motion picture theater owners, and act by reason of a clause in the motion picture film contracts requiring that any dispute under the contract shall be referred to a Board of Arbitration before either party resorts to a court of law.

"That this plan as conceived and executed, provides a fair, just and economical method of dealing with disputes is evidenced by the fact that during the past two years 10,325 awards have been made by these boards and of these only thirty-seven have required reference to a seventh arbitrator to reach a decision.

"Certain practices which had been adopted by local boards were objected to by the Department of Justice, and at its instance the Film Boards of Trade has amplified its rules and regulations relating to arbitration so as clearly to prohibit members of local Film Boards from pursuing such objectionable practices."

The "practices" dealt with the cash-credit system used by some of the Film Boards, which had the effect, in some instances, of shutting off service to exhibitors upon the latter's failure to abide by ar-

bitration decisions.

The statement by the Government is seen as an endorsement of arbitration in general by the American Arbitration Association, which issued the following comment through Anson W. Burehard, chairman of the International General Electric Co. and a director of the Association. He said:

### *Endorsement of Arbitration*

"Announcement by the Department of Justice of the result of its inquiry into the arbitration proceedings of thirty-two Film Boards of Trade during the past eighteen months is not only complimentary to the Motion Picture Producers and Distributors of America but may be taken as an endorsement of arbitration as a means of adjusting purely trade disputes.

"The Department's findings are particularly gratifying to the American Arbitration Association because the arbitral procedure used by the Film Boards is based upon sound principles, every contract between a distributor and an exhibitor of motion pictures containing a clause which provides that any dispute arising out of the contract shall be referred to arbitration before either party to the dispute resorts to a court of law. The investigation establishes that substantial justice and equity are done under this system and leave no questions as to the legality of this method of adjudication and the fact that more than eleven thousand controversies were satisfactorily disposed of last year in the motion picture industry bears testimony of its effectiveness."

### *Hays Tells Achievements*

An article, entitled "Settling It Out of Court," by Will H. Hays, as told to John-son Heywood, appears in the current issue of **System**, and follows in part:

"When I became associated with the motion-picture industry I discovered that there was a tremendous amount of friction between the distributors of films, who correspond to the wholesalers in other industries, and the theater owners who are, in reality, the retailers. Much of this friction found its way to the courts. The amounts involved were often ridiculously small. Suits for breach of contract cluttered up the courts all over the country.

### *How the System Started*

"Perhaps because the industry was young a much larger proportion of the routine transactions resulted in conflicts than is usual in the older and more settled branches of business, but the nature of the disputes was exactly the same at bottom, as those which arise between manufacturer, wholesaler, and retailer, in any industry. Thousands of contracts were entered into every year with literally millions of contractual executions—every one

of which was a potential lawsuit. As a result hard feeling was prevalent between business men who should be on the best of terms.

"In any industry there is a small minority of men who are not above taking advantage of the law's delays for selfish purposes. Faced with the certainty of a quick decision, these men can cause no harm. But I believe that 90 per cent. of all disputes start in honest differences of opinion. These men want a quick decision. Results have proved that this was true in the motion-picture industry.

"I knew how well arbitration had worked for business men in other fields. The New York Chamber of Commerce, for instance, has been arbitrating disputes since 1768. Some trade associations had maintained arbitration machinery for many years. There was no reason why arbitration would not work for the motion-picture men.

"About three years ago we organized arbitration tribunals in the principal distributing centers. Today we have 32 in the United States. Each tribunal is composed of three theater owners and three distributors.

"In every contract for a film there is a clause binding each party to submit any disputes that may arise under it to the nearest tribunal.

### *Found to Be Practical*

"Ordinarily these six men are able to agree on the verdict. Out of more than 23,000 cases that have been arbitrated in the past two years there were tie votes, necessitating the appointment of a seventh arbitrator, in only 37 cases. That shows how easy it is for six men, all of whom are thoroughly conversant with the ins and outs of a business, to decide on questions of fact and to render just awards. You might expect that the theatre owners would be prejudiced in favor of the theatre owner who was engaged in a dispute and for the distributor arbitrators to lean toward the disputant who is in their branch of the business.

"But it does not work out that way in practice. Often if there is not complete agreement we find a couple of exhibitor arbitrators upholding the distributor and vice versa. Partisanship is rare. The arbitrators, who are busy business men serving without pay, are as impartial and judicial in their findings as any judge can be. And they are far better acquainted with the facts and conditions underlying the cases than any judge can be.

"The tribunals have reported their activities for the two full years 1924 and 1925. The disputes disposed of in that time have involved slightly more than \$4,650,000. Just about half of the disputes were settled between the parties themselves after the complaint was made, but before the actual arbitration started."



## Whyte P. D. C. Distrib. Manager; No Change in Present Personnel

**J**OHAN C. FLINN, vice-president and general manager of Producers Distributing Corporation, this week announced the appointment of Arthur G. Whyte as manager of distribution for the company. The appointment of Whyte will not displace any of the present executive officers of the company. For the past five years Whyte has been general manager of the Peerless Booking Offices, which is the film booking exchange of the Keith-Albee, Proctor and Moss theatres in Greater New York. He has had 15 years' experience in the picture business, being among the earliest independent film exchange owners in the Greater New York district and subsequently was in charge of the film distribution of the Realart and Paramount companies in New York.

## Projection Speed on F.N. Reels

### First National Adopts McCormick Idea to Aid in Showing of Productions

**A** PLAN sponsored by John McCormick, general manager of West Coast product for First National, by which the reel bands of every print of a picture will carry the proper projection speed thereon has been adopted by First National and the idea will be utilized immediately, says Richard A. Rowland, general manager of the company.

Commenting on the new plan, Rowland states that he doesn't believe producers have gone to sufficient lengths in pointing out to exhibitors the necessity of carefully watching their projection speed. He says: "Exhibitors in even the smaller towns have, in many directions, developed presentation to a high degree of perfection. They have done wonders in exploitation, and their lobby displays and ballyhoos frequently reach a high degree of excellence. In the larger cities the musical settings and prologues are often magnificent. In a word, the show is put on in a million-dollar manner. But the heart of the whole thing, the kernel in the nut, the basis of the program, the real excuse for the theatre's existence—the picture—is too often marred because it is run either too fast or too slowly. In many cases the fault is inadvertent; but in any event it can and should be corrected."

"Pictures," states McCormick, "are cut in accordance with their character. In other words, producers are always 'pointing' for either drama or comedy and the tempo is in the speed which best fits the subject. A comedy full of fast action is usually cut to be shown at a speed of from ninety to ninety-five feet per minute, while a slow-moving drama is figured at eighty to eighty-five. Sometimes a picture is filmed in too slow a tempo and must be speeded up in the cutting. Different directors have different methods. One who works slowly will make a picture time around eighty, perhaps; while others are all for fast action and produce a ninety or ninety-five speed picture. Unless all directors are, so to speak, standardized and work mechanically at the same tempo, this difference will always exist.

"When a comedy is cut to run at 90 and is actually run at 80 it becomes 'draggy'. On the other hand, a drama projected faster than it should be, becomes 'jumpy' and the

dramatic points fail to register. Titles are another indication. If an audience complains that titles are too long or too short, it is because the picture is not being run at the proper speed. The length of titles is determined by the speed at which the picture is cut."

### Toronto M. P. T. O. Confers With Musicians Union

Representatives of the M. P. T. O. Canadian Division at Toronto have been conferring with officers of the Musicians Union regarding new demands made by the musicians for wage increases, changes in time schedules, number of men to be employed in various theatre orchestras and other details. Concessions have already been made by both sides, it is intimated.

### Twenty-Five New Members Join Eastern, Pa., Unit

The Eastern Pennsylvania theatre unit by means of a special drive and regional meetings held throughout the locality by George P. Aarons, secretary, has so far added twenty-five new members to the unit.

## In and Out of Town

**J.** ROBERT RUBIN, vice-president and general counsel of Metro-Goldwyn-Mayer, arrived on the *Aquitania* last Monday, August 16th, in company with his wife and son. He sailed on June 12th for a trip that mixed business with pleasure.

**CRESSON E. SMITH**, United Artists sales manager of the *Middle West*, left this week for a journey to the exchanges under his supervision in Indianapolis, Chicago, Minneapolis, Detroit and other cities, with regard to United Artists' product. He will return to the home office about the middle of September.

**ACCOMPANIED** by her husband, Captain Alastair Mackintosh, Constance Talmadge left England on August 18th and will arrive in this country on the 25th. They will be met on the pier by Norma Talmadge and Joseph M. Schenck and will stay in New York two or three weeks and then return to Los Angeles.

**HARRY SCOTT** and E. Oswald Brooks, general sales manager and Southern district sales manager respectively of Pathe Exchange, Inc., accompanied by their wives, are on a two weeks' vacation in Canada, through which they are touring by automobile. They expect to be back in New York the first of next week.

**E. W. Hammons**, president of Educational Film Exchanges, Inc., left New York a few days ago for Los Angeles on one of his periodic visits to the Coast. He will be in consultation with the Christie Bros. at their studio and with executives in charge of production at the Educational studio.

### Bandits Compel Theatre Man to Open Safe for Them

William Asbaras, of the North Center Theatre, Andrew Karzas' north side house in Chicago, was forced to open the safe and hand over \$5,000 to four bandits early Monday morning. Two of the robbers drove him around in their automobile while the other pair vainly attempted to open the safe. Later, Asbaras' captors brought him back to the theatre and forced him, at the point of revolvers, to work the combination.

## Loew Has Twenty Theatres Under Construction; Four Houses Being Remodelled

**A**T the present time Marcus Loew has more than 20 theatres under course of construction and 4 being remodelled to be added to a chain of Loew Theatres presenting the De Luxe form of entertainment.

Those under construction at the present time will be located in Syracuse, Canton, Akron, Columbus, Pittsburgh, Kansas City, New Rochelle, Baltimore, Houston, San Antonio, Dallas, Richmond, London, England and the Canal Street, Woodside, Hillside, Fordham, Yonkers, Second Avenue and at Eighty-sixth Street, Brooklyn.

New acquisitions, the Premier in East New York, will be formally opened August 30th and the Hillside, in the Jamaica section, September 2nd. The Inwood in the Washington Heights section and the Bedford in Brooklyn, formerly Keeney's, were recently added to the New York chain. With the plans now under way completed, the Loew Circuit in Greater New York will exceed 60 large theatres before the New Year.



# One Arrest Only for Sunday Violation

Ruling Made by Columbus, Ind., Mayor in Rembusch Case; Reade's Plainfield Theatres Closed; Free Shows in Denver

THE blue law controversy still continues in a number of states spread out through the country. Developments in the wrangle during the past week indicate a deadlock between the opposing factions. In some cities the business men are taking up the cudgels for the exhibitors as a closed theatre means a loss to other lines of commerce.

A ruling laid down in Columbus, Ind., rather favors the exhibitor. Mayor C. B. Cooper, of that town, has decreed that a person may be arrested only once on a given Sunday for violation of the Sabbath. The ruling was made in the action brought against Frank J. Rembusch, owner of the city's two houses, for operating the Crump on Sunday. In Indiana the custom is to accept decision of the Supreme Courts of other states, which custom was followed in this case. Because of this ruling the Crump continued operation last Sunday following arrests for conducting an afternoon performance.

The show was raided in spite of a sign which announced it was being given for charity and the men held until formal charges had been filed. Under the law, work of necessity or charity is permitted on Sunday.

Meanwhile, Rembusch is continuing his efforts to "open" Columbus on Sunday, and has appealed last week's decision in which he, with Frank Horn and William Norman were convicted of desecrating the Sabbath. The first Sunday show resulted in the arrest of six men. Following their conviction, the house was operated the following Sunday by Oscar Kuschner, Indianapolis exchangeman, and Howard Cornell, who announced they had leased the house. Although declaring that they were of Jewish faith and observed Saturday as their day of rest, they were convicted and fined, with Rembusch fined as an accessory to the violation.

## Vaudeville Necessary for Successful Theatre

DECLARING that the popularity of a motion picture theatre depended on the high class vaudeville, Sam Katz, president of Publix Theatres, Inc., presiding at the district convention of Publix at the Hotel President, Kansas City, prophesied that the cities of the Middle West will soon be seeing European productions as regular events. Theatre managers from Kansas, Nebraska, Missouri, Iowa, Colorado, Oklahoma and Utah attended the meeting, which lasted two days and which consisted principally of discussions of theatre operation, cost and other details. No new plans or policies were advocated.

The following officials were among those attending the meeting: Sam Dembow, film buyer; Harry Marx, superintendent of theatrical management; L. E. Schneider, director of personnel; Fred Metzler, comptroller; Lem Stewart, director of exploitation; David Chatkin, buyer of film novelties.

## F. P.-L. Supports Poli's Denial of Proposed Deal

A. M. BOTSFORD, speaking for Famous Players-Lasky, affirmed the denial issued by Sylvester Z. Poli that he was going to sell his theatres to Famous Players-Lasky. Botsford declared that as far as he knew no deal had been brought about, though there had been rumors to that effect for some time.

Pat Casey, president of the Vaudeville Managers' Association, also denied the consummation of the deal, saying that the reports of the deal had been imminent for three years.

Churches of the city are supporting the administration in trying to keep Columbus "blue," with city authorities preparing to show that the charitable nature of the shows was a subterfuge in a drive against the law.

Despite the ordinance preventing Sunday shows in Colorado Springs, the people of that town had four theatres to visit last Sunday when the houses ran free shows giving the public the option of making a contribution towards the expense involved in operation. The law prohibits amusements "for pay" but the method of operation utilized forestalled any attempt to close the houses. This plan was put into operation because the business of the town as a whole suffered owing to lack of open theatres on Sunday. Colorado Springs has enjoyed the patronage of tourists during the week days, but the town was deserted over the week-end due to the blue law. It is planned to continue the free shows for four Sundays or until the tourist season slackens.

A blow was dealt the reformers in York, Pa., this week, when Mayor Hugentogler refused to enforce the Sunday ordinance closing all amusements, on the ground that it would lead to endless litigation against the city. It is said the Mayor will wait until a court injunction is issued compelling him to enforce the provisions of the law before he imposes any fines or sends any violators to jail. It is said that his objection to enforcement is that if he fines or imprisons, any one of such persons would have a good case for damages against the city in the event the ordinance was eventually declared unconstitutional.

Pending litigation to determine the legality of the Sunday Law, the Walter Reade theatres in Plainfield, N. J., were kept closed last Sunday. Drastic action had been planned in the event the houses were opened with police prepared to arrest all patrons and the Mayor ready to revoke the licenses of the theatres.

There have been several instances of successful Sunday operation of Des Moines theatres by Seventh Day Adventists in municipalities where Sunday ordinances are effective. The courts have held that the

"blue" law does not apply to Adventists, providing that members of this faith keep their theatres dark on Saturday, the Adventist Sabbath.

With their owners sitting on the sidelines, business men of Perry, Ia., have taken up the cudgels for Sunday shows there and are waging a battle over the question. The business interests are divided into two camps.

Sunday programs have been discontinued at the Hyannis Theatre at Hyannis, Mass. So much objection to Sunday programs was made by ministers and women's clubs of the town, as well as of nearby towns on Cape Cod, that the selectmen faced about and declined to issue further licenses.

## Minneapolis Film Board of Trade Elects President

The Minneapolis Film Board of Trade at a meeting held August 16th at the Radisson Hotel elected Thomas Burke, manager of First National Distributing Corporation, as president of the Board to succeed Jack O'Toole, manager of the Producers Distributing Corporation of Minneapolis, who has been promoted by his concern to the district managership of St. Louis.

A motion was made that O'Toole in company with Harry Baley, who is also leaving the territory to take care of his interests in Texas, should be given a farewell luncheon, which was duly held on August 17th at the Nicollet Hotel.

## Canada Warring Against Amusement Tax

THE Trades and Labor Congress of Canada, representing all unions affiliated with the International Federation of Labor, has taken up the fight against the Amusement Ticket Tax in various Provinces of Canada. The Congress, at its annual general convention to be held shortly, will ask that the Amusement Tax be abolished. Tom Moore of Ottawa, Ontario, delegate to the League of Nations at Geneva, is the president of the Canadian Congress.

At a meeting of the Allied Trades and Labor Association at Ottawa on August 20, a resolution calling for the abolishment of the Amusement Tax was unanimously adopted. The motion held that the Amusement Tax had become a nuisance to the general public of Canada and that the Congress use its powers to secure a discontinuance of the tax.

A similar resolution is to come up before the general meeting of Ontario exhibitors and film distributors to be held at the King Edward Hotel, Toronto, on September 2, this meeting, having been called by Col. John A. Cooper, president of the Motion Picture Distributors and Exhibitors of Canada.



# Experts Review European Situation

## German Film Journalist and British Producer-Distributor Give Views on Central European and English Conditions

*(Editor's Note: The first section of this article is the first of a series by Harry Knopf, German film trade-paper writer now in New York, presenting an impartial observer's views on central European motion picture conditions. Knopf was connected before coming here with Der Deutsche Rundfunk and Hamburg Film Journal.)*

ONE but a German can have exact knowledge of the present condition of the German film industry. Those who have more ideas than money can speak of what it means to further production—that is to say, good production. German scenario writers have thousands of ideas which, if materialized, would no doubt help the progress of the German film industry. However, this could only result if someone were to present the necessary cash requisite to carry out each idea. We must not forget that Germany, for this reason, is unable to constantly produce super-specials, but is forced to make program pictures, which cannot be produced on a lavish scale. One has to search for super-specials. And yet in spite of that, several noteworthy films will be presented during the coming season.

This fall a production which has been expectantly awaited for the last two years will have its premiere: "Metropolis," directed by Fritz Lang, director of "Siegfried" and "Kriemhild's Revenge" of the Nibelungen. And, as an example, this production cost five million marks, a huge sum for a German production. No doubt the ideas and sets, constructed in Neubabelsberg, will assure this production world-wide interest. I feel sure that when this production is shown in New York it will have three times the success achieved by "Variety." The leading role is played by a newcomer, Fritz Lang's recent discovery, Breta Helm.

Camilla Horn has just completed her role in "Faust" and this production will have its premiere about the end of this year. Ufa announces a new Emil Jannings film temporarily entitled "Emil, the Marine." Carl Hoffmann, cameraman for "Siegfried," has been engaged to do the camera work in this production. Work has been started on "His Great Case," produced under the auspices of the German Police. The story is based on an interesting theme and shows all the activities of the members of the Berlin criminal department, how they work and reach their goal. But the super-specials terminate with these three productions. Alas, the best intentions for production are defeated by lack of funds.

Following the specials are good program pictures: The National Film has almost completed production on "Kabinke," based on Herrmann's well known novel, with a new star, Werner Fütterer, a protégé of the director, Arthur Bergen. This director has reached the front ranks by his direction of "The Wisskottens." "Nero" is a production worthy of notice. "The

Laughing Mask," starring Conrad Veidt, the greatest screen actor portraying fiendish roles and weird characters in Germany.

So much for new production. Now for the productions recently presented in Germany. Most noteworthy of these is "The Way to Strength and Beauty," a production showing Dr. Mensendieck's gymnastic teachings and those of other schools. This production, the second edition to be shown, met with great success at the Ufa Palast am Zoo, for the Germans have gradually begun to realize that physical culture is a great factor in life. The educational super "Hunting Big Game in Abyssinia" and the Henny Porten picture, "Take Heed When She Gets Started," also met with great success.

Of course the motion picture houses of Berlin cannot be compared to those of America. Here again one sees the lack of funds necessary for renovation and enlargement. As to the style of theatres over there, however, they can be most favorably compared with the theatres of this country. First of these is the Ufa Palast am Zoo, having a seating capacity of 3,000 and built according to American ideas. An orchestra of 75 men played at this theatre until July 1st, when the theatre was closed for renovation. The Gloria Palast, another Ufa house, displays luxury and good taste—a more intimate theatre. Eight hundred people can be comfortably seated on well-padded, heavily brocaded chairs in this house. The orchestra of 40 pieces under the direction of Franco Fedeli is most excellent.

Ufa controls about 30 theatres in Berlin. Phoebus also has a theatre seating about 800, the Capitol, whose 50-piece orchestra is directed by Schmidt-Gentner, well-known conductor of Berlin. Other theatres are situated in various parts of the city and all (in so far as Ufa theatres are concerned) are fitted with all comforts and modern technical equipment.

Renovation of the Ufa Palast am Zoo is now almost completed. One of the novelties is an organ just built in, which is said to be the largest in Europe. The pipes are over 37 feet long and the organ will have great volume. When the Ufa Palast am Zoo is re-opened three performances will be given daily in place of the two previously presented, the first with organ accompaniment and the second and third with orchestral accompaniment.

W. F. Clarke, of Cranfield & Clarke, Inc., who has just returned from a business trip abroad, reports that although the coal strike continues in Great Britain, business is very brisk.

He also announces that he has secured exclusive handling, for scenario purposes, of a number of books by leading British authors. These include such authors as Henry Arthur Jones, Oliver Sandys, Arthur Applin, Baroness Orczy, Maud Mallet, and many others. He also has the picture rights of H. G. Wells' "Ann Veronica."

Clarke also reports that he has arranged for offices in Paris and Berlin. Clarke states that featurettes have not yet become a big

part of the average program of Britain and the Continent, but the time is rapidly approaching when they will be as popular as they are in America.

Discussing the foreign situation, and the American films, Clarke states that there is a good deal of propaganda abroad which emanates from people who do not know the ins and outs of the film situation, and in discussing the subject with various people interested in the furtherance of British films, it was found that there is a good deal of destructive criticism and very little of a constructive nature.

"Having viewed many foreign pictures in features and short subjects," he says, "it is found that they lack the essential zip, and speed and are inclined to drag a little, but this fault is being gradually eliminated.

"The general feeling in England of the man in the street with regard to pictures; is that the tight little Island must produce its own pictures, and here are one or two reasons given by a well-known stock exchange broker: 'Many of the lower grade pictures in foreign countries find their way into the heart of Africa, India, and many British dependencies, and are shown to the natives. All natives in British regime have been brought up to respect the white man and look up to him, no matter what his nationality is; in fact, my own personal experience is that in the heart of Africa, you can tell a native that a thing is so, and he will blindly trust you, hence the disastrous result of the Motion Picture, for it portrays lying, thieving, infidelities, to the natives, crimes that he would not dare to commit. Now judge for yourself the effect this has upon him, and you will realize why England is already in the middle of some tribal troubles.'

"Another question, and a very important one to Great Britain, is the effect the film has on the trade. Gone is the old slogan 'Trade follows the fleet,' for it now follows the film. The demand has been created for American goods through this means of silent advertising, and one very big boot manufacturer in the Midlands had to alter the whole of his plant to enable him to meet the change of custom in boots.

"In all probability, many moving picture people in this country wonder why no agreement has been reached in Great Britain with regard to the quota, and other schemes put forward for reciprocity. It is simple. The moving picture industry in England is divided into four kinds. First, large American concerns with their own American representatives; second, the firms in England solely representing American independent firms; third, individuals traveling back and forward with pictures where they can; and fourth, the wholly British firm. Needless to say, the last are in the minority.

"In spite of the above, American films are very well liked by the majority of people in Great Britain and on the continent, and the answer to all the riddles that confront the British producer is, that he must make bigger and better pictures. Then, there is no question but that he will get distribution in the United States."



# "U" Gets Eleven Milwaukee Houses

## Takes Over Grauman-Silliman Chain, Making Company Powerful Factor in That Territory; Other Theatre Deals Reported

**T**HROUGH the terms of a deal just consummated, by which Universal takes over the Grauman-Silliman chain of eleven theatres in Milwaukee, the company has become a powerful factor in that territory. According to Universal officials the new acquisition is the forerunner of further expansion planned in Wisconsin. The Grauman-Silliman houses will be an important adjunct to the company's downtown house, the Alhambra, operated under lease from the Uihlein interests, which control the Garden. The theatres which become a part of the Universal chain Sept. 6, are the Riviera, State, and Juneau, all 1,200-seat houses; the New Lake, a 1,000-seat house; the Downer, a 900-seat house; the Jackson, a 900-seat house; the Koseiunsko, Fern and Astor, each of 800 seats; the Murray, 750 seats, and the Veniee and a new 1,600-seat house now under construction. Operation of the theatres will henceforth be under Universal supervision. Just what relationship the present three figures in the circuit will retain is not made known. Universal later will be represented in the general office of the S. & G. chain. No change in the operating policies or personnel is contemplated, it is announced.

There is considerable speculation at present in St. Louis as to whether William Fox plans to build a theatre in the downtown section of the city because of the recent purchase of lots running from Olive to Pine Street, between Twelfth Boulevard and Thirteenth Street by A. M. Frumberg and Benjamin G. Brinkman for approximately \$350,000. Frumberg acted for Fox in the purchase of other property and it is from this fact that inferences are drawn as regards the new purchase, although Frumberg issued a statement from New York, saying that Fox Theatres is not involved in the acquisition of the new plot.

In addition to the recent announcement

### Sax Opens New Gotham Washington Branch

**A** NEW Gotham exchange, another link in the Gotham distribution system which is assuming national aspects, was opened last week when Sam Sax, president of Gotham, opened his Washington, D.C., branch office. A. W. Carick is executive in charge of the branch. He has had much experience in managing exchanges, having managed in turn the Robertson-Cole offices in Washington, the Omaha branch for Select and Selznick, the F. B. O. office in St. Louis and the Philadelphia branch for Associated Exhibitors.

The new Gotham branch goes into immediate operation and will have twelve Gotham productions, eight William Fairbanks features and other added attractions for the exhibitors in the Capitol district, Maryland, Virginia and West Virginia.

### Vladimir Dantchenko to Produce for U. A.

**A** FORMAL announcement that Vladimir Dantchenko, Russian director, co-founder with Constant in Stanislavsky of the Moscow Art Theatre and sole founder and director of the Moscow Art Theatre Musical Studio, has signed to produce motion pictures for United Artists Corporation, was made this week by Joseph M. Schenck; chairman of the board of directors of the company. This announcement confirmed cable reports from Europe that Dantchenko had been signed by Morris Gest, who represented Schenck, for a period of one year.

that the Comerford-Chamberlain joint interests will break ground in October for their new \$600,000 theatre and office building on the old site of the Sterling Hotel, it is learned that an option for the purchase of the Keeney Theatre, West Third Street, has been obtained from Frank A. Keeney, of New York, the owner, by Norman R. Hill, president of the Williamsport Hippodrome Company, and Milton Forman, vice-president and general manager.

It is stated, a new company will be formed to take over the theatre in September and make some extensive improvements to the building. Moreover, the transfer of the property will include the lease of the Grand Theatre, West Fourth Street, owned by the Frank H. Keyte estate. This will give the company control of three theatres, it having taken over the Hippodrome on May 24th.

A Pennsylvania charter has been obtained for a corporation, capitalized at \$50,000, and composed of Ferdinand Gremminger and other Lebanon, Pa., men, for the Mount Gretna Park Company, of Mount Gretna, Pa. The charter covers a number of amusement enterprises in the park.

Loew's Ohio Theatres, Inc., according to an unauthorized statement, has purchased an interest in the local chain of motion picture theatres known as the Washington Circuit. M. B. Horwitz, general manager of the circuit, could not be reached for confirmation, but it is nevertheless accepted as fact. It is said that Horwitz, in selling to Loew's an interest in his chain, will continue his connection as general manager. It could not be ascertained whether a change of control would bring about any change in policy.

This deal brings under Loew control seven Cleveland neighborhood houses and two houses in Cuyahoga Falls. This makes eighteen houses for Loew. A new one is now under construction at Detroit Ave. and West 117th Street. It will be a 1,500-seat house. Fred Desberg, general manager of Loew's Ohio Theatres, Inc., is in Europe and no definite statement can be secured until his return, early in September.

It is also said that Universal, which re-

cently purchased a big interest in the Broadway chain, Cleveland, is now dickering for another neighborhood chain, the Seoville, Essiek and Reiff circuit. There's also a rumor in the air that Loew's Ohio Theatres, which is said to have acquired an interest in the Washington circuit, is negotiating for the Ohio Amusement Company's theatres as well.

### Bandits Foiled by Manager's Prompt Action

The fast headwork of Samuel A. Jones, assistant manager of Loew's State Theatre, Boston, saved \$900 from two bandits who entered the office and endeavored to run off with two cash boxes which had just been turned in by the girl cashiers. Jones grappled with the burglars, simultaneously pressing the burglar alarm button. When the two fled down the stairs empty handed they ran into the arms of a policeman responding to the alarm. Both were held in \$900 bail.

### Virginia Lee Corbin Added to "Not Herbert" Cast

Virginia Lee Corbin has been signed to play opposite Ben Lyon in the coming Ray Rockett production for First National, "Not Herbert." This is a stage play by Howard Irving Young, which played last season on Broadway and is now on tour.

Miss Corbin appeared recently in the Warner production, "The Honeymoon Express," and in "Ladies at Play," which Al Green has just completed for First National on the Coast. She leaves for New York next Monday.

### Two New England Companies Incorporate

Colonial Theatre Co., Inc., Hartford, has been incorporated and has chosen the following officers: president, Joseph W. Walsh; treasurer, Abraham Schuman; secretary, Joseph Dolgin, all of Hartford.

Wirth & Hammond, Boston, has incorporated to conduct theatrical and amusement enterprises, with capital of ten shares of no par. Incorporators are Mary E. Connor, Lillian V. Green, both of Boston and Leo L. Sherry of Peabody.

### Arch St. Theatre Company Formed in Harrisburg

The Arch Street Theatre Company of Philadelphia has obtained a charter of incorporation at Harrisburg, Pa., with authorized capitalization of \$10,000, of which \$1,000 has been paid in. Par value of the shares \$100. Incorporators are Charles Lubar, treasurer, Joshua Grubar and Anshel Searr, all of Philadelphia.



## Fox Agent in Spain Assembling "Carmen" Costumes

That the Fox Films production of "Carmen" will be an elaborate one is evidenced by the cablegram received by Winfield R. Sheehan, vice-president, from Edwin C. Hill, special representative for Fox Films, now in Madrid, Spain, saying that he had assembled costumes for the production.

He has collected, according to the cablegram, seven hundred and fifty costumes, uniforms of toreadors, matadors and Spanish dancers. One cape, it is said, used by a noted toreador, weighs seventy-five pounds and cost two thousand dollars, the high cost due to its gold and silver trimmings.

The title role of "Carmen" will be portrayed by Dolores Del Rio. Filming will begin as soon as the costumes arrive from Spain, or about September 1st. Luis Usabal, Spanish artist, has designed the sets for the production.

## May Allison Assigned Role in "One Increasing Purpose"

Fox Films has signed May Allison for the part of Linda in the A. S. M. Hutchinson story, "One Increasing Purpose," which is being filmed in England by Director Harry Beaumont working in conjunction with the author. Edmund Lowe and Lila Lee will do their work in England, but Miss Allison will not go to England as the part she has to play calls for interior work. While waiting the return of the unit from England, Miss Allison will work at the West Coast studio in "The City," by Clyde Fitch, under the direction of R. William Neill.

## Fourteen Productions in Work at Fox Films, West Coast Studio

WITH September on hand Fox Films has fourteen companies at work on the Fox West Coast studio. Production is so heavy on the East lot that an acute need is felt for the two new stages that are in construction there. Victor Schertzinger is prepared to release Stage 6 which had been given over entirely to his unit for the making of the screen version of "The Return of Peter Grimm." Sol. M. Wurtzel, studio superintendent, has two companies waiting for the space.

Albert Ray has "Whispering Wires" well on its way.

George Melford is also well along with "Going Crooked."

Tom Mix, under Ben Stoloff's direction, is shooting on "The Canyon of Light."

J. G. Blystone has just returned from location at Mount Rainier National Park with his company to finish the studio sequences of "On the Wings of the Storm."

Howard Hawks, creator of "Fig Leaves," recently started work on a screen version of the life of Gaby Deslys, which will be released as "Gaby."

Lou Tellegen has in production the first of his new series as a director, "My Wife's Honor."

R. William Neill is making "The City."

John Ford has Belle Bennett before his camera in the leading role of the story of "Mother Machree."

Five comedies are under way. They are "Napoleon, Jr.," "Golfing Widows," "Society Architect," "Light Wines and Bearded Ladies" and "The Marry Month of May."

## Wilmer & Vincent Circuit Expanding; Rumors of Sale Unfounded, Says Vincent

**A**N expansion policy designed to make the already powerful circuit one of the most important in the East is being worked out by the Wilmer and Vincent chain which is located principally in Central Pennsylvania.

As a first step a stock issue has been floated through Richardson, Hill & Company, of Boston. One hundred and fifty thousand shares of preferred, no par, and two hundred thousand shares of common, no par, comprise the flotation. In confirming the report of the stock sale Walter Vincent emphasized that no deal with any company which might have for its object the sale of the Wilmer & Vincent circuit is under way or contemplated.

The plan of expansion decided upon will be felt principally in Eastern Pennsylvania, Virginia and Georgia. A number of deals for the acquisition of houses is under way, states Vincent.

## Somlyo Joins Famous Players

To Supervise Preparation of Negatives From Which Foreign Prints Will Be Made

**S**PECIAL preparation of every film made for the particular section of the globe in which it is to be shown is the note struck in a statement issued by B. P. Schulberg coincident with the arrival in Hollywood of E. M. Somlyo who will supervise the cutting, titling and other work attendant upon the preparation of negatives from which prints will be made for foreign distribution of Paramount pictures.

That Paramount has recognized the special conditions and needs for the foreign film market is attested by the appointment of Somlyo and also in the acquisition of

foreign stars, writers and directors, says Schulberg's statement. He pointed out the production "Hotel Imperial" which is being produced with and by an almost exclusively foreign staff.

Somlyo was associated with the administrative department of Famous about seven years ago. He went abroad about five years ago and has been engaged in motion picture activities in Central Europe ever since, through which he has gained a knowledge of foreign audiences and story needs as applied to the market abroad.

## Bairnsfather to Prepare "Better 'Ole" Posters

Captain Bruce Bairnsfather, creator of Old Bill and author of "The Better 'Ole," signed contracts with Warner Brothers this week by which he will design all posters, billboards and cartoons that are used in the publicity campaign announcing the screen version of "The Better 'Ole," coming to the New York Colony early in October. The Warners have leased the house and a Vitaphone accompaniment representative of the artistry which embellishes that of "Don Juan" is planned. The character of Old Bill became popular with readers of English and American newspapers during the World War.

## Cast for Tiffany's "College Days" Complete

The complete cast for the Tiffany production of "College Days," now in the course of production, is made up of Marceline Day, Charles Delaney, Jimmy Harrison, Edna Murphy, Kathleen Key, Brooks Benedict, Duane Thompson, Pat Harmon, William A. Carroll, Crauford Kent, Lawford Davidson, Bob Holmes, Gibson Gowland and Charles Wellsley. A. P. Younger, author of the screen version of "Brown of Harvard," wrote "College Days" and is personally supervising the production.



## Walter Futter to Produce Educational Comedies

**W**ALTER A. FUTTER, producer of the "Curiosities, the Movie Sideshow," series for Educational release, will produce a series of two-reelers based on the comic strip, "Finn and Haddy," by Billy De Beck, creator of Spark Plug and Barney Google. Futter purchased the screening rights to the strip, which was abandoned some time ago by De Beck because he wished to devote more of his time to his more famous and popular comic. Names of players who will appear in the series will be announced later.

## Changes in Sales Personnel of Universal

Lou B. Metzger, Universal general sales manager, made public several important changes last week in the Universal sales personnel. Manny Gottlieb, manager of the Des Moines exchange for several years, has been promoted to the managership of the St. Louis office, replacing L. E. Goldhammer, who has just resigned. Goldhammer's predecessor, Lou Hess, who took a leave of absence last spring to visit relatives in Europe, has been appointed Complete Contract Service representative with headquarters at the home office. Ralph B. Williams, Universal's Southern sales director, is now at the St. Louis branch installing Gottlieb in his new position. The Des Moines office has been given George Naylor, Universal salesman in that territory.

## Columbia's "Obey the Law" to Star Bert Lytell

"Obey the Law," the one-act sketch which Columbia Pictures Corporation purchased from Max Marcin, author of "Silence" and other stage successes, will be given an elaborate production with the stellar male role assigned to Bert Lytell. "Obey the Law" is the same type of story as "The Lone Wolf Returns," in which Lytell was also starred. Harry Cohn, vice-president of Columbia and director general of production, will supervise the Marcin story, which is being directed by Al Raybock with a cast made up of Eugenie Gilbert, Hedda Hopper, William Welch, Edna Murphy, Larry Kent, Sarah Padden and Paul Panzer. The screen adaptation was written by Dorothy Howell, assistant production manager of the Columbia studio.

## Kathleen Key Supporting McDonald in First Western

The leading feminine role in Francis McDonald's second Western for Metro-Goldwyn-Mayer will be portrayed by Kathleen Key, who furnished an important characterization in "Ben-Hur." The story, an original one, goes into production next week under the working title of "The Desert's Toil." The unit leaves for the permanent location camp of the McDonald company, the Big Horn Ranch near Moapa, Nev. McDonald's first, "The Valley of Hell," is now being edited and titled for early release by Krag Johnson.

# Finish "Fire Brigade" Filming

M.-G.-M. Special, Made With Aid of Fire Dept., Intended to Help Prevention Work

**C**AMERA work on "The Fire Brigade," a Metro-Goldwyn-Mayer production, produced by Hunt Stromberg and directed by Will Nigh, has been completed and the picture is now being cut and assembled for a pre-release showing at New Orleans, at the International Convention of the Association of Fire Engineers of America, which organization lent its aid to the film company in the making of the special.

J. W. Stevens, fire marshal of the State of California, was present at the M.-G.-M. Studio during the filming. The story tells of an average American fire fighter, his problems, trials and every-day heroism. The climax of the picture shows a fire in an orphan asylum at night. Thirty-two pieces of fire apparatus were on hand for this scene.

"While this production carries a powerful message in behalf of fire prevention,

it is in no way a preachment but a big entertainment," declares Louis B. Mayer.

Under an agreement entered into by the International Order and M.-G.-M., part of the proceeds of the picture will be turned over to the Order for its fire prevention work and a portion will be kept for the sick benefits and pension funds of the local departments.

Every city of size in the United States and Canada has staged fire department parades down its principal thoroughfares for the production, say the M.-G.-M. officials. The cities include New York, Washington, D. C., Chicago, New Orleans, Los Angeles and San Francisco.

May McAvoy and Charles Ray head the cast, which includes Holmes Herbert, Tom O'Brien, Eugenie Besserer, Warner P. Richmond, Bert Woodruff, Vivia Ogden, DeWitt Jennings, Dan Mason, James Bradbury, Jr., Erwin Connelly, Joyce Coad and Irene Butler.

# Five Fox September Releases

"Marriage License," "Flying Horseman," "Womanpower" and "The Lily" on List

**F**OUR specials and a Buck Jones Western compose the Fox Films September releases. On September 5th, "Marriage License" and "The Flying Horseman" will be released, to be followed on the 12th by "The Blue Eagle." "Womanpower" is due on the 19th and "The Lily" on the 20th.

In "Marriage License," based on the London and New York stage play "The Pelican," by F. Tennyson Jesse and H. M. Harwood, the main role is enacted by Alma Rubens, with Walter Pidgeon as the male lead. It was directed by Frank Borzage. Buck Jones, the Western star, makes his season's debut in "The Flying Horseman," based on a story by Max Brand.

Gladys McConnell has the feminine lead. It is an Orville Dull production. George O'Brien and Janet Gaynor have the leads in "The Blue Eagle," adapted from Gerald Beaumont's "The Lord's Referee." This is a John Ford production.

"Womanpower," fashioned from Harold MacGrath's Red Book Magazine story, "You Can't Always Tell," has Kathryn Perry and Ralph Graves as the leads. The picturization of "The Lily," the David Belasco legitimate stage drama of some years ago, has Belle Bennett in the emotional title role. Ian Keith plays opposite. Victor Schertzinger directed "The Lily."

## Shooting Under Way on "The Blonde Saint"

Production is well under way on "The Blonde Saint," Sam Rork's next production for First National, with Svend Gade directing on location at Laguna Beach. Marion Fairfax prepared the continuity. Doris Kenyon and Lewis Stone head the cast which to date has Tully Marshall, Gilbert Roland, Ann Rork, Malcolm Denny, Albert Conti, Gino Gorrado, Andre Cheron, Rosita Marstini, Lillian Langdon, Gertrude Norman, Lolita Lee, Vadim Uraneff, Sidney Jarvis, Tote Duerow, Gilbert Clayton, Wilfred North, Sam Appel and Robert Hale.

## Greta Garbo in Support of Lon Chaney in "Ordeal"

The Swedish actress, Greta Garbo, who in the course of a year has appeared in three pictures for Metro-Goldwyn-Mayer, will be the featured feminine player opposite Lon Chaney in the latter's "The Ordeal," which Marcel De Sano will direct. Ray Doyld, former newspaper man, is preparing the scenario from the story by Dale Collins.

## Promotions and Changes in Fox Sales Force

**J**AMES R. GRAINGER, general sales manager of Fox Films, has made several changes in the sales force of his company. The territory covered by Cincinnati, Cleveland and Detroit has been placed in charge of W. C. Bachmeyer, who held a similar position in the same localities with other film companies. Ira Cohen becomes district manager of the territory included in Kansas City, Omaha and Des Moines, with headquarters in Kansas City. M. A. Levy, manager of the Kansas City branch, is transferred to the Omaha office. J. Nolan takes over the managership of the Kansas City office. B. B. Reingold goes from the Omaha branch to the Des Moines office as manager. Herndon Esmond is promoted to the managership of the Washington exchange.



# "Wings" Parachute a Success

Invention to be Used in Filming Paramount  
Special Tested Before Aviation Experts

**H**ERALDED as one of the greatest steps taken toward eliminating danger in flying, the invention of Harry D. Donett, a young naval mechanic, consisting of a giant parachute designed to float an entire airplane to earth and called "Wings," was proved successful at Inglewood, Cal., this week, when R. Carl Oelze and his plane sailed to safety from an altitude of 2,500 feet.

The test flight, witnessed by nearly 50,000 spectators, among them Navy and Army fliers from all parts of the Pacific Coast, was conducted under the auspices of Famous Players-Lasky Corporation. Jesse L. Lasky, first vice-president of the motion picture organization, made possible the test flight through financial backing in return for the use of the safety device during the making of the Paramount production "Wings," a story of air service in the World War. At the completion of the picture all rights revert back to Donett.

Shortly after noon Oelze took off on what aviation authorities present called "one of the greatest experiments since the invention of the airplane itself." A long line of Army and Navy planes stood neglected at one end of the field as their pilots focussed attention upon Oelze, now only a mere speck in the sky. Suddenly the plane turned gently upward. From the cockpit came the fluttering of flags, the signal. And then a mighty roar from thousands of throats on the ground as the tiny spot in the sky trembled, dropped and was caught under the mammoth canvas of 50 feet which spread out to take its burden of pilot and plane to the ground. The plane landed right side up and unscarred.

Crowds rushed to the pilot to congratulate him. The first was William Wellman, whose prediction has come true. According to experts, the invention was a success from every standpoint.

# Fox Expansion Plan Enlarged

Two Additional Stages Now in Course  
of Construction; Studio Picturesque

**I**N order to have some space in which thirty directors may work simultaneously Fox Films are at present enlarging the West Coast Studio to the extent of building two new stages and a wardrobe building and the electrical and technical departments are enlarging and installing new machinery. The new stages are duplicates of stage number three, recently completed.

The stages will be equipped with the new Hoffner overhead lighting system and traveling cranes. The wardrobe building is being constructed so as to be ready for additional stories. Four new little theatres will be erected and will be equipped with the latest devices and will be so arranged that they can be used for theatrical production when not needed by directors, cutters, etc. Two new film storage vaults are under construction and while designed primarily to be fireproof will also have a system to prevent deterioration.

When the buildings under construction at present are completed a new scenic studio will be started on the northeast corner of the east lot in Hollywood. This will be built with a skylight to take advantage of the northern light.

Rapid progress is being made on work already started at Fox Hills. The wall, which incloses 100 acres of Fox Hills, is nearing completion. It is of Spanish-Moorish design with a gate and keeper's lodge of similar architecture. An electrical sign, designed in Mission Bell effect, will surmount the gate. With the completion of the wall the gardeners will begin landscaping the grounds so that Fox Hills will be not a motion picture lot but a motion picture park, one of the showplaces of Southern California.

# "U" Urges Double Cue Sheets

Two Music Scores Furnished Exhibs.;  
Taxable and Non-Taxable Preference

**U**NIVERSAL'S new move to include both taxable as well as non-taxable lists of musical suggestions with the music cue sheets has been commended by exhibitors throughout the country, says the Universal office. The new arrangement satisfies both the big theatre, which desires to play the popular and tax music, and the small theatre, which cannot afford to use taxed music, and does not pay the tax to the American Society of Authors and Publishers.

The Universal cue sheets are prepared so that every scene or music cue indicates two possible musical selections which fit the tempo and nature of the scene. One

of these suggestions is selected from non-taxable music and is listed under a column prominently headed "Tax-Free." The other is suggested composition which falls under the taxable class and is so headed.

Since Universal inaugurated the double music cue the idea has been taken up by various exhibitor bodies, the Theatre Owners Chamber of Commerce in New York, headed by Charles L. O'Reilly, passing resolutions urging the Motion Picture Producers and Distributors of America, through the president of that organization, Will H. Hays, to provide such cue sheets on all pictures.

# Warner Bros. Renew William Koenig Contract

William Koenig has been re-signed to a long term contract as studio manager of the West Coast plant of Warner Bros. where he has served in the same capacity for the past year. During that period of studio management he supervised the construction of sets during the making of the Warner specials, "Don Juan," "Manon Lescaut," and "The Better Ole."

Koenig forsook the theatrical field to enter that of the motion picture. His first venture in this field was as business manager of "The Hunchback of Notre Dame" unit under production with Universal. He held the position of general manager in charge of production at the studio for three years.

# Barbara Kent Gets Part in "Flesh and the Devil"

Clarence Brown awarded the role of Hertha, in "The Flesh and the Devil," to Barbara Kent after he had witnessed her performance in a two-reel Western at the Hollywood Theatre. Miss Kent was working in a Hollywood department store about a year ago when she won a newspaper beauty contest and became "Miss Hollywood." She accepted a contract from Universal, from whom she was borrowed for Brown's picture, which stars John Gilbert with Greta Garbo and Lars Hanson in featured parts.

# Edward Connelly Renews His M.-G.-M. Contract

Edward Connelly, the first player placed under contract when the old Metro Company was organized a dozen years ago, has just signed a new long-term contract with Metro-Goldwyn-Mayer. His latest role is in support of Ramon Novarro in the latter's starring film, "The Great Galeoto."

# Robert Z. Leonard Signs New M.-G.-M. Contract

Director Robert Z. Leonard has signed a new exclusive contract with Metro-Goldwyn-Mayer under which he will produce four features following "The Grey Hat" which he will direct in the near future.

# "Marriage Clause" Shown at Forum, Los Angeles

**A**LARGE group of stars, directors and film executives attended the premiere performance of "The Marriage Clause," which was held at the Forum Theatre, Los Angeles, last week. This Universal production, directed by Lois Weber, with a cast headed by Billie Dove, Francis X. Bushman, Warner Oland and Grace Darmond, was acclaimed by all those present.

It is an adaptation of Dana Burnett's "Saturday Evening Post" story "Technic," which tells of the rise of an actress to starring roles and her subsequent trouble when she finds she can't marry her director, due to a clause in her contract.



## Charles Rosher to Be Murnau's Cameraman

**C**HARLES ROSHER, cameraman for Mary Pickford and Douglas Fairbanks, who embarked for Europe immediately after "Sparrows" was made, will be brought back to America to photograph "The Song of Two Humans," formerly called "A Trip to Tilsit," the first and only film to be made in America by F. W. Murnau.

Rosher sailed from London on August 23rd, and is expected in Hollywood on September 7th. Others on Murnau's staff will be Herman Ring, his assistant director, and Roger Gliese, technical expert and art director.

## Charles Rogers Enroute for Hollywood for "Wings"

Charles Rogers, Paramount Pictures School graduate, left New York immediately upon completing his part in "So's Your Old Man," and is now on his way to Hollywood to play a leading role in "Wings." He will stop over in Indianapolis to appear at Zaring's Theatre in that city and will also visit his home in Olathe, Kans.

"Wings" will mark the fourth appearance in pictures of Rogers, his first two films being "Fascinating Youth" and "More Pay, Less Work."

## Pathe Managers for Des Moines and Minneapolis

Harry Scott, general sales manager of Pathe Exchanges, Inc., announced this week the appointments of W. R. Liebman, formerly branch manager at Des Moines, to the position of manager of the Minneapolis office, and H. A. Kaufmann of the Pathe home office, to replace Liebman as manager of the Des Moines branch. Both assignments became effective on August 16th.

## Hughes to Play Opposite Mae Murray in "Valencia"

Lloyd Hughes was the leading man finally chosen for the role of the young sailor who falls in love with the Spanish dancer (Mae Murray) in "Valencia," the screen story by Alice D. G. Miller, based on the song hit of the same name. This film will be the first to be directed by Dimitri Buchowetzki under his new contract with Metro-Goldwyn-Mayer. Roy D'Arcy has the role of the heavy.

## Jimmie Finlayson Promoted to Stardom by Hal Roach

For several years a supporting player in Mack Sennett and Hal Roach comedies, Jimmie Finlayson has been raised to the status of a star by the latter producer. His first starring vehicle, "Should Husbands Pay?" will be released by Pathe on September 5th. In it he is assisted by Vivien Oakland, Tyler Brooks, Anders Randolph, Martha Sleeper, Charlotte Mineau and Anita Garvin. Stan Laurel directed.

# Scott Stresses Cooperation

## Pathe Sales Manager Emphasizes Importance of Advertising Short Reels

**H**ARRY SCOTT, general sales manager of Pathe Exchanges, Inc., stresses the importance of co-operation between exhibitor and distributor in the selling of short subject attractions to the public in a statement issued this week. Scott says the exhibitor must advertise and exploit the comedies, scenies, etc., in the same manner in which he sells the feature, in order to secure an adequate return on his rental price. "The longer he delays, the longer he is withholding from himself the greatly increased revenues that are his by right," declares Scott.

Despite the fact of vastly superior quality in the two-reel comedies and short subjects being released at present, the exhibitor attitude of playing up the feature alone in his advertising still continues, states the Pathe sales manager. "Theatre men as a whole still look upon two-reel comedies and short subjects as 'fillers,'" says the statement.

In the case of his company elaborate exploitation and advertising campaigns are

laid out, art posters are prepared by high salaried artists, and a full line of advertising accessories are the accompaniment of each of the Mack Sennett and Hal Roach series of comedies. It is up to the exhibitor to use these means if he wishes to cash in on this type of product, says Scott.

Scott claims that, while the women are interested more in the feature length productions, the men would rather see a more diversified bill and how, he asks, is the man to know what makes up the bill if the exhibitor does not list the numbers surrounding the feature in his advertising and lobby displays.

"To inform all such that the bill contains, in addition to the feature, a comedy, a news reel and an interesting collection of short subjects of wide appeal is the duty of the exhibitor; it is his duty to himself, his duty to his patrons and prospective patrons and his duty to the industry for whose advancement we are all striving," states Scott.

# "Stark Love" New Famous Film

## Story of Life Among Southern Mountaineers is "Different," is Report

**A**LTHOUGH production has been under way for four months announcement has just been made by Paramount of the filming of a story enacted by the mountaineers of the South which at present bears the title of "Stark Love." Secrecy has been necessary, say the Famous officials, because of fear of interference on the part of the inhabitants of the mountains. The picture was filmed in the Southern Appalachian range in North Carolina principally.

Karl Brown, cameraman for James Cruze during the filming of "The Covered Wagon," conceived the idea for the story while working on the Cruze production, when he found references to the Colonists and their descendants, who are living in the mountains under the same conditions that obtained two centuries ago. These people live very primitively in hand-hewn cabins, weave their own cloth and use the simplest tools, which they make.

After entering the mountain wilderness, the first problem confronting Brown was to find persons willing to appear before the camera. A sixteen-year-old mountain girl, Helen Mundy, was finally chosen for the principal feminine role, and a young man, Forrest James, for the male lead.

In the story as unfolded in the picture there are no feuds, no revenue officers, no handsome stranger from the city. It is a story based on conflict between father and son for the love of a girl.

Most of the picture was made in the mountains of North Carolina at a point 130 miles from Asheville. Automobiles could go as far as Robbinsville, N.C., which was 12 miles from a railroad. Horses and mules were used to go another 14 miles in the

mountains. In this work the mountaineers refused to lend assistance, and the laborers were guarded by two deputy sheriffs to protect them in case of a hostile demonstration.

Brown eventually won the friendship of the natives through medical aid necessitated by a drought which caused illness among those of the unit and among the mountaineers.

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# New Device in Warner House

Equipment Being Installed Enables  
Blind to "See" and Deaf to Hear

**W**ARNER BROTHERS will introduce another innovation in the Warner Theatre, New York City, shortly, when the installation of apparatus on fifty seats in the house is completed. Twenty-five of the seats will have a mechanical device attached which will enable deaf persons to hear clearly—that is, if one has the slightest vestige of hearing left. The other twenty-five seats, reserved for the blind, will also have a mechanical contrivance on the back of the chair. The apparatus used in both cases is a Western Electric Company invention.

On the backs of the seats in front of

those allotted to the deaf will be telephonic head pieces. There will also be a dial similar to the one used on radio instruments. The deaf person attending a presentation of Vitaphone and John Barrymore in "Don Juan" will, when seated, adjust the head pieces and using his individual dial "tune in" until he gets the music to the volume best suited to him.

The Western Electric Company engineers declare that the apparatus has been so perfected that if one had only a vestige of hearing left, or is not absolutely stone deaf he will be made to hear as clearly as though he had his complete faculty of hearing.

There are also to be telephonic head pieces for the occupants of the seats for the blind, the wires being connected with a microphone and a monitor back on the stage. A speaker will be employed and as the picture progresses in its plot this speaker will describe the actors, the scenes, the costumes and the action fully and clearly. All this will be done without disturbing anyone. As those who are blind and not deaf will get the full values of the music, the apparatus perfected for them will enable the mental visualization of the play in progress.

Sam Warner said he expected the equipment of phones and dials to be installed in the Warner Theatre by next week and the whole work completed for the deaf and blind within a fortnight.



Elsie Janis, musical comedy and vaudeville star, who has been engaged to perform for the Vitaphone as part of the prelude to "The Better 'Ole"

## Pittsburgh Scene of "U" Meet

Sales Executives Form Seven Film Centers  
Plan Campaign on Universal Specials

**S**EVEN exchange managers, exploitation men and other sales officials of the Universal Pictures Corporation, met in Pittsburgh last week at the Universal exchange in that city for the first Universal sales conference of the season. Plans were laid for the launching of the company's product for the coming season. Included among the production set for early release are "Michael Strogoff," "Les Misérables" and the "Collegians," or the "Junior Jewels," and "Take It From Me."

The convention was held under the supervision of Lou B. Metzger, general sales manager, and Earl Kramer, sales director for the Eastern division. Both were from the Universal home office.

This convention is the first of a series to be held at various points in the United States and Canada. Included among the exchange managers assembled in Pittsburgh were: H. M. Herbel, of the Pittsburgh exchange; Dave Miller, Buffalo; M. Van Praag, Washington; L. Devany, Cleveland; R. E. Moon, Detroit; William Esch, Indianapolis, and Fred Strief, Cincinnati.

Interest in the convention centered around Universal's plans for the Universal Film de France production "Michael Strogoff." It was decided to place this picture on the market about September 25th. "The Collegians" will also be offered at the same time, it was made known after the Pittsburgh conference.

### Frances Marion Preparing Script for "The Wind"

Frances Marion, who scenarized "The Scarlet Letter" for the screen, is working on Dorothy Scarborough's novel, "The Wind," in which Lillian Gish will star under Clarence Brown's direction.

### Garyn Assistant Sales Manager Nat. Screen

**T**HE two executives of National Screen Service, J. Pollack, president and Herman Robbins, vice-president and general manager, have decided to fill the post of assistant to Robbins with W. P. Garyn, better known among his friends as "Pat" Garyn.

Garyn has been in almost every phase of the amusement business, circus, legitimate drama, vaudeville and motion picture theatres and distribution. For the past year he has spent his time on the operation of several theatrical enterprises in New Jersey. At various times he has filled executive positions with the B. F. Keith organization, Metro-Goldwyn-Mayer and Fox Films. He started with the last named company as assistant manager of the St. Louis office; from there he was transferred to New York and placed in charge of sales promotion. Garyn eventually became head of the contracting department, assistant to Winfield R. Sheehan and personal aid to James R. Grainger.

### Universal Buys Earl Derr Bigger's "Chinese Parrot"

"The Chinese Parrot," the latest Earl Derr Bigger's novel, which ran recently as a serial in the Saturday Evening Post, has been purchased by Universal as an all-star production for the 1926-27 season. "The Chinese Parrot" is being brought out in book form by the Bobbs Merrill Company. It will reach the public about September 1st.

### Corinne Griffith Begins "The Lady in Ermine"

On August 23rd shooting began on "The Lady in Ermine," a screen adaptation of the musical hit in which Wilda Bennett was starred and which features Corinne Griffith, assisted by Einar Hanson, who played opposite her in "Into Her Kingdom," her latest First National release. Francis X. Bushman and Ward Crane have supporting roles in "The Lady in Ermine."

### "We're in the Navy Now" Cast Completed

The east of Paramount's screen story of naval life, "We're in the Navy Now," besides featuring Wallace Beery and Raymond Hatton, will have in supporting roles Chester Conklin, Max Asher, Betty Jewel, Tom Kennedy, Donald Keith and Joseph M. Girard. Edward Sutherland is directing from an original story by Monty Brice.

### Additions to "God Gave Me Twenty Cents" Cast

The east of Herbert Brenon's next production for Paramount, "God Gave Me Twenty Cents," has been increased by the addition of Jack Mulhall and William Collier, Jr. Others in the list of players are Lya de Putti and Lois Moran. Production got under way on August 26th at the Long Island studio of Paramount.

### First "Carrie of the Chorus" Film Ready

**T**HE first of Max Fleischer's new "Carrie of the Chorus" series of comedies for Red Seal release, namely "Morning Judge," is now ready for release and on time with the schedule date, which calls for September 1st. At the present time nine of the series have been completed and the tenth and succeeding issues are expected to be put into work within two weeks' time. In "Morning Judge" Peggy Siaw has the lead, supported by Flora Finch, Joe Burke and others. Dave Fleischer directed the series, with Bradley Barker assisting.



## Chadwick Inaugurates New Exhibitor Service

A new exploitation service that is co-operative for exhibitors has been instituted and developed by Charles Reed Jones, advertising and publicity director of Chadwick Pictures Corporation, with the idea of giving exhibitors extra service.

When a new exploitation stunt or any variation of those outlined in the Chadwick press books is successfully put over by an exhibitor who is playing a Chadwick picture, the company's exchange in that part of the country reports the full details of the campaign to the home office, where they are analyzed by an exploitation staff and developed so as to provide the greatest effectiveness for other theatres playing Chadwick films. The ideas are also passed on to Chadwick exchanges for use in their localities.

## Edith Roberts - Harlan Tucker in "Shameful Behavior"

J. G. Bachmann, producer of Preferred product, has accumulated the players for the Preferred picture, "Shameful Behavior," from the story by Mrs. Belloc Lowndes. Camera work has started at the Fine Arts studio under Albert J. Kelly's direction. The cast is headed by Edith Roberts and Harlan Tucker. Others include Richard Tucker, Martha Mattox, Grace Carlyle, Hayes Robertson and Louise Carver. Miss Roberts has just finished work in "There You Are" for Metro-Goldwyn-Mayer. Harlan Tucker appeared in the stage productions of "So This Is London" and "The Cat and the Canary."

## First Associated Confession Nearing Completion

With the completion of a prologue which goes into production this week, "Confessions of a Bride," the first of the Associated Exhibitors series of confession stories, will have been completed. An all-star cast which will be seen in the production includes Mildred Harris, who takes the part of the bride, Victor Varconi, David Butler and Alee B. Francis. Harry Revier is directing. Filming will start at once on the second of the series, "Confessions of a Bachelor," as soon as work on the first has been concluded. Casting will begin in the next few days.

## Comedies and Varieties Fox September Shorts

COMPRISING the Fox Films output of short subjects for the month of September, "The Complete Life," an O'Henry comedy, featuring Ethel Sykes and Frank Butler, is due on September 5, to be accompanied by "The Steeplechase," with Lige Conley and Gladys McConnell; "Non-Stop Bride," with Reata Hoyt and Gene Cameron will arrive on September 19th; "Easy Payments," a "Helen and Warren," comes on September 12th with Kathryn Perry and Allan Forrest featured and Forrest making his debut as "Warren." The varieties are "Riches of the Earth" and "Around the World in Ten Minutes," scheduled for the 1st and 5th of September, respectively.

## Fox Signs Belle Bennett for "Mother Machree"

THE title role in the Fox Films version of "The Story of Mother Machree" will be enacted by Belle Bennett, recently signed by the company for that characterization.



Belle Bennett

The actress will visualize the character of Ellen McHugh, the mother in Ireland, of Rida Johnson Young's book. The production has been placed in the hands of John Ford, who is thought to be decidedly fitted for the production because of his Celtic ancestry.

## "Captain Salvation" Soon to Go Into Production

Production will soon be launched on "Captain Salvation," at the Metro-Goldwyn-Mayer studio by George Hill, who has been assigned the job of directing the story, which is the work of Frederick William Wallace. As a great deal of the action takes place in the South Sea Islands, the director and several leading players will sail for the South Seas to film the scenes. "Captain Salvation" is a Cosmopolitan production which will be produced under the personal supervision of Hunt Stromberg.

## Ken Maynard Starts Work on Third F. N. Western

Albert Rogell, directing Ken Maynard's third Western for First National release, "The Flame of the Border," started shooting on the picture immediately upon the star's arrival at Deadwood, S.D., where the C. R. Rogers-Maynard production will be made. The picture will show Deadwood and other towns of the Black Hills section when in their pioneering days.

"The Unknown Cavalier," Maynard's second Western for First National, is now in readiness for its New York preview, the prints having arrived from the Coast.

## Younger to Do "The Night School" for M-G-M

An original story and script, "The Night School," will be written for Metro-Goldwyn-Mayer by A. P. Younger, who adapted and wrote "Brown of Harvard." The scenarist will begin work on the story as soon as he finishes the adaptation and script of "The Taxi Dancer." Jack Conway will assume the directorship of "The Night School" upon the completion of his present assignment, "The Understanding Heart."

## "Cruise of the Jasper B" Embarks on Production

Rod La Roque's next starring picture, "The Cruise of the Jasper B," was put into production during the last few days with James W. Horne acting in the capacity of megaphone impresario and Mildred Harris, fresh from her vaudeville tour, as leading woman. Bertram Millhauser holds the position of supervisor.

## John Boles Becomes Gloria Swanson's Leading Man

Gloria Swanson, in selecting the leading man for her forthcoming United Artists production, "Eyes of Youth," decided upon John Boles, Broadway stage actor, as qualified for the role. Boles, who has the leading role in "Kitty's Kisses," a musical comedy, was given a screen test on August 13th after the actress and Albert Parker, her director, had witnessed several performances of the stage production. Miss Swanson declared that "bringing new talent to the screen will be one of my aims as an independent producer."

Boles, a graduate of the University of Texas, originally intended to make the study of medicine his life's pursuit, but the recent war changed his plans. He studied singing under the tutelage of Oscar Seagle and Jean de Reszke. He began his stage career three years ago in "Little Jesse James" and "Mercenary Mary," appearing last fall opposite Geraldine Farrar in "The Love Spell."

## Patsy Ruth Miller Loaned to Inspiration

The Warner Bros. have loaned Patsy Ruth Miller to Inspiration Pictures for one picture in which she will appear opposite Richard Barthelmess. Miss Miller was originally scheduled to start work last week on "What Happened to Father," but she was stricken with a nervous breakdown about two weeks ago thus causing postponement of production on the picture until later in the season.

## Ralph Lewis Signed by "U" for "Held by the Law"

Universal has signed Ralph Lewis for a featured role in Bayard Veiller's crook melodrama, "Held by the Law," which goes into production next week with Edward Laemmle directing. Fred Kelsey and E. J. Ratcliffe are also in the cast.

## Mary Alden Featured Player in "New York"


One of the featured roles in "New York" will be played by Mary Alden. Ricardo Cortez is now on his way from Hollywood to enact the principal role in the picture. Director Luther Reed will soon start production at the Paramount Long Island studio.

## "The Poor Nut" for First National


A CONTRACT has been signed by Richard A. Rowland and Jess Smith for the production of "The Poor Nut," stage success, for First National release. This play, by J. C. and Elliott Nugent, has been much sought after by producers. It ran ten months on Broadway.

Lloyd Hughes and Jack Mulhall are being considered for the chief role, but the choice has not yet been made. Complete production details will be announced later. The picture will be made by Jess Smith Productions, Inc.





# Studio Briefs



In "My Wife's Honor," Lou Tellegen's first directorial effort for Fox Films, the principal roles will be in the hands of Dolores Del Rio and Ben Baird.

The important characterizations in "The City" will be portrayed by Janet Gaynor, Walter McGrail, May Allison and Robert Frazier. R. William Neill will direct this production for Fox Films.

Tom Mix has begun work on his next picture for Fox Films, "The Canyon of Light," a story by Kenneth Perkins, to be directed by Ben Stoloff. Dorothy Dwan plays opposite Mix and prominent in the cast are Ralph Sipperly, William Walling and Barry Norton.

The John Golden comedy mystery play, "Going Crooked," has gone into production at the Fox Films studio with George Melford directing. Oscar Shaw, leading man and comedian of Broadway plays, has the leading role opposite Bessie Love. Edwin Kennedy is another player in the cast.

"Shameful Behavior?," an adaptation by George Scarborough of the English story by Mrs. Belloe Lowndes, was put into production this week on the coast under the supervision of J. G. Bachmann. Albert J. Kelly, having completed the latest Preferred release, "Dancing Days," will direct.

The cast thus far selected for Bill Cody's second Associated Exhibitors release, as yet untitled, is rapidly nearing completion. Supporting players are Joan Meredith, Paul Panzer and Billy Franey. Director William J. Craft is now in the midst of production work.

Al Rickett's production of "The Charleston Kid," which Alfred Santell is directing in New York, is rapidly nearing the finishing stage and it is expected that the final scenes will be shot this week. The picture has Dorothy Mackaill and Jack Mulhall in the leads and Louise Brooks and William Collier, Jr., the supporting principals. Many of the scenes of the story, which was taken from the late Gerald Beaumont's tale "Even Stephen," is laid around New York's Coney Island.

Ray Rickett's next production for First National, "Not Herbert," is scheduled to start inside of two weeks at First National's New York studio. Rickett as yet has not decided upon the two feminine principals who will appear with Ben Lyon, the featured player. Howard Higgin will direct.

William Wellman and Lucien Hubbard, director and producer respectively of "Wings" for Paramount, have left Hollywood for San Antonio, Texas, where preparations are now under way for the battle sequence, St. Mihiel, wherein 8,000 soldiers and 300 airmen will participate. This battle sequence of "Wings," the John Monk Saunders story of the air force in the World War, forms one of the most important parts in the production which will be put into work shortly as a Paramount roadshow. Players who will appear in "Wings" are Clara Bow, Charles Rodgers and El Brendel.

## James Cruze to Direct Ray Griffith's Next

**W**HEN Raymond Griffith starts work on his next feature comedy for Paramount he will have the benefit of direction from James Cruze, director of many feature comedies as well as the larger productions with which his name is generally associated. This combination of Griffith and Cruze, it is expected, will result in a sure-fire comedy hit. The two were brought together at their own request. Work on the picture is slated to begin within the next ten days. At the present time Walter Woods, who scenarized "Old Ironsides," is working on the screen play which is of the romantic comedy type. Cruze has directed in recent years "Merton of the Movies," "Ruggles of Red Gap," "The Fighting Coward" and "One Glorious Day." He was also responsible in a great measure for the rapid ascent of the late Wallace Reid in successful comedy dramas.

An old-timer of the screen, Paul Panzer, has a prominent part in Columbia's "Obey the Law," which Al Rayboeh is directing.

Mlle. Elise Collineau, formerly associated with the Maison Arthur, an exclusive modiste shop located on Dover Street, London, has been placed in charge of the costume department of Metropolitan Productions. For a number of years she was connected with Paquin of Paris and other well-known establishments. She is not unknown in Hollywood as she had occasion to fit many actresses while on their trips abroad.

In the near future the story by Ed Sedgwick of the great American game of baseball "Slide, Kelly, Slide," will be put into work with Ed Sedgwick directing under the supervision of Bernie Hyman. William Haines has the leading role.

Harry Myers has been added to the cast of "Exit Smiling," which includes besides the principals, Beatrice Lillie and Jack Pickford, Doris Lloyd, Louis Morrison, Franklyn Pangborn, D'Arcy Corrigan, William Gillespie, Dorothea Wolbert, Tenen Holtz and others.

Richard Rosson, an assistant director for Paramount, who recently finished his first directorial job, "Fine Manners," starring Gloria Swanson, has been signed to a long-term contract as director. He is now handling football scenes with the aid of Feilding H. Yost for Richard Dix's forthcoming starring vehicle, "The Quarterback."

A contract to write original stories and adaptations for Paramount was signed the other day by Gladys Unger, playwright whose "Help Wanted—Female" is to open in New York October 1st. Her first work under the contract will be an original for Pola Negri to be made following completion of "Hotel Imperial."

"The Little Journey" has gone into production under the direction of Robert Z. Leonard, who replaces Hobart Henley, originally scheduled to direct the picture. Leonard had expected to start "The Grey Hat," an adaptation of a French farce featuring Lew Cody and Joan Crawford, but will hold over the latter production until he has completed his present assignment.

During the first three days of work on Sandow's second Associated Exhibitors offering, "Call of the Wilderness," the comedy sequences for the film were handled by Hoe Rock, comedy producer and director. Rock will be connected with the filming of the entire series of six pictures Sandow is making for Associated.

Col. Tim McCoy last week completed arrangements with Indian agents to permit Indians to appear in his first Western for Metro-Goldwyn-Mayer, tentatively titled "Rider of the Plains." Chief Yolache, Indian tenor of the vaudeville and concert stage, will play an important part in the picture. Pauline Stark appears opposite McCoy and Karl Dane is in the cast.

Arlette Marchal, the French actress who came to America after appearing with Gloria Swanson in "Madame Sans Gene," has signed a new long-term contract with Paramount.

Another Gotham picture, "Money to Burn," has been put into production with Walter Lang directing and Dorothy Devore and Malcolm MacGregor portraying the leads. Other players in the cast include Eric Mayne, George Chesebro, Nina Romaine, Orfa Casanova, Jules Cowles, John Prince and the monkey Josephine. Renand Hoffman personally supervises production.

Dorothy Hughes has been added to the Paramount stock company. Her first work under the new contract will be a supporting role in "The Quarterback," Richard Dix's next film. Miss Hughes recently finished work in D. W. Griffith's, "The Sorrows of Satan."

Margaret Morris, Jack Holt's leading lady in Paramount's "Born to the West," again plays a role opposite Holt in the screen version of Zane Grey's story to be made by Paramount, "The Man of the Forest."

The direction of Edmund Goulding's story, "Frisco Sal," has been assigned to Christy Cabanne, who will start work on the new piece as soon as he completes "Altars of Desire." The cast of "Frisco Sal" will be announced shortly.

Under the direction of Clarence Brown, "Flesh and the Devil" was put into production last week at the Culver City studios. It is Brown's first picture under his new contract with Metro-Goldwyn-Mayer.

Bill Cody has begun production work on "The Arizona Wildcat" and Buddy Roosevelt follows suit in a few days on "The Ramblin' Galoot."



Albert J. Kelly, director of the Preferred picture, "Dancing Days," has been signed by J. G. Baelmann, producer of Preferred pictures, to direct two additional features, the first of which will be "Shameful Behavior."

A regular Western town, now in the course of production on the Associated lot in Los Angeles, will be the background of the Lester F. Scott, Jr., Western, featuring Buddy Roosevelt, Wally Wales and Buffalo Bill, Jr. The houses will be constructed complete and for permanent use. Changes will be made during the filming of the different Western to avoid a monotony of background.

A featured role, that of Happy Joe in "The Rough Riders," has been awarded George Baneroff, the villain of "The Pony Express" and more recently a featured player in "Old Ironsides." Victor Fleming is directing "The Rough Riders."

El Brendel, the Swedish vaudeville actor who made his screen debut in Florence Vidor's first starring vehicle for Paramount, "You Never Know Woman," has been chosen for a comedy characterization in "Wings," the screen's story of the part played by the airplane in the World War, which William Wellman is to direct for Paramount.

The heavy in "My Wife's Honor," Lou Tellegen's initial directorial effort for Fox Films, will be played by Bardson Bard, known in vaudeville and musical comedy circles as Ben Bard. He recently rendered a characterization of a villain in "Sandy."

Tom Mix, having finished shooting scenes for his "The Great K. & A. Robbery," in the Royal Gorge and in the Yellowstone National Park, has returned to the Fox Films studio to film interiors. While at Yellow-

## Churchmen Witness Start of "King of Kings"

**C**HURCHMEN, representing many of the religious creeds of the world, saw Cecil B. De Mille begin actual production Tuesday of this week on "The King of Kings," the story of Christ which the producer confidently expects will be his greatest production.

The first shots were taken at the huge new stage in the De Mille studios in Culver City, Cal. Guests who attended the launching of the screen epic included the following:

Bishop W. B. Stevens, of the Protestant Episcopal Church; Rabbi Magnin; Rev. Father O'Malley, of St. Vincent's Roman Catholic Cathedral; Rev. Dr. B. S. Hudson, of the Temple Baptist Church; Major J. J. Bell, of the Salvation Army; Judge Edmonds, of the Christian Science Church; J. Osno, of the Buddhist faith; J. B. Eobar, of the Mohammedan.

Other guests were A. F. Bent, president of the Los Angeles Chamber of Commerce; Robert Odell, president of the Board of Education; Mrs. J. B. Lorbeer, president of the local organization of the Federation of Women's Clubs; Rufus von Kleinschmidt, president of the University of Southern California.

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stone Park he made sequences which will be used in "The Canyon of Light," another of his Westerns which is due for release soon.

The leading male role of Barry McGill in "Whispering Wires," the Fox Films screen version of the stage play of the same name, will be portrayed by Edmund Burns.

The latest addition to the cast of "Gaby," a contemplated Fox Films picturization of the life of Gaby Deslys, dancer of the courts of Europe, is William Powell, whose contribution will be that of a heavy.

Jerry Miley, son of a California oil magnate, has been given a role in "The Understanding Heart," Peter B. Kyne's story which Jaek Conway is directing as a Cosmopolitan production for Metro-Goldwyn-Mayer. Miley, a former member of the Rainbow division, has played in "The Dancers" for Fox, "The American Senator," "Wild Oats Lane" and others. Appearing with him in "The Understanding Heart" are Carmel Myers, Joan Crawford, Francis X. Bushman, Jr., Rockliffe Fellows, Richard Carle and Harvey Clark.

Edward Sedgwick, director of "Tin Hats" for Metro-Goldwyn-Mayer, has been given a new directorial contract by that company in "Slide, Kelly, Slide," an original story by himself and A. P. Younger with the screen version by the latter. William Haines will head an all-star cast.

Columbia's screen play, "Sweet Rosie O'Grady," based on the old ballad by Maude Nugent, is now in the cutting room, where the director of the film, Frank R. Strayer, is supervising the cutting and editing with the assistance of Viola Lawrence, in charge of cutting activities at the studio.

An exclusive Metro-Goldwyn-Mayer contract was offered to and accepted by Louise Lorraine with the result that she will appear in support of Beatrice Lillie in "Exit Smiling," which Sam Taylor is directing. Miss Lorraine is what might be termed a veteran, having had much experience in comedies and in Westerns of a few years back.

Director Phil Rosen has gone to the F. B. O. lot in Hollywood and begun work on "Rose of the Tenements," Shirley Mason's starring Gold Bond vehicle which was taken from John Morosco's story, "The Stumbling Herd."

Gotham's fifth release through Lamas Film Corporation for the present season, "Money to Burn," an adaptation by James Bell Smith of the novel by Reginald Wright Kaufman of the same name, is now in production under the direction of Walter Lang. The leading roles are in the hands of Malcolm MacGregor and Dorothy Devore. Supporting players include Eric Mayne, George Chesebro and Jules Cowles. Ray June is in charge of technical details.

## Plan to Make Part Sandow Film in Yukon

Chesterfield Pictures, Inc., producers of the Sandow series of pictures for Associated Exhibitors release, plan to send a unit up to the Yukon country of Alaska to film the snow sequences in Sandow's next picture, "Fangs of Alaska." Joe Rock will supervise production. The cast and director will be announced within a few days. Production will get under way about the first week in September. The second Sandow offering for Associated Exhibitors, "The Call of the Wilderness," is rapidly nearing its final stages.

## Farber Manager of Advance Trailer Service Corp.

The position of manager of the Advance Trailer Service Corporation, with new offices at 729 Seventh Avenue, New York City, has been given Sam Farber, former manager of the Metro exchange in New Haven and representative for Vitagraph, Universal and Fox Films.

## Excello in St. Louis Suffers \$1,000 Fire Damage

Fire of undetermined origin did approximately \$1,000 damage to the Excello Theatre, 2506 Salisbury Street, St. Louis, Mo. The house is owned by Joseph Mogler. There was no show in progress when the fire was discovered.

## 6XBR Due to Arrive in N. Y. Sept. 12th

**T**HE Warner Brothers' portable radio broadcasting station, 6XBR, or the "Betty Warner," is due to arrive in New York for an elaborate demonstration on September 12th, according to a revised schedule prepared by Frank Cassidy, in charge of the world tour of the station. It is likely that New York would have been accorded an earlier date, but the popularity of the radio as a theatre attraction necessitated fulfilling extra requests for the appearance of the station. The revised schedule, which touches only the high spots for the present, includes the following dates: August 28th, Indianapolis; August 31st, Detroit; September 2nd, Cleveland; September 4th, Pittsburgh; September 9th, Baltimore; September 10th, Philadelphia; September 12th, New York.

The station has just completed a tour through Illinois.



## Tie-ups Make Complete "Volga Boatman" Campaign



MANAGER E. R. ROGERS, of the Tivoli Theatre, Chattanooga, Tenn., made merchant tie-ups the basis of his entire campaign in that city for Producers Distributing Corporation's "The Volga Boatman." Through these co-operative arrangements the Tivoli showing was given a campaign of wide coverage. Window displays, arranged on an especially elaborate scale, and the use of the title of the picture in newspaper displays used by these merchants exploited the Tivoli presentation. Radio also entered the campaign when the radio company tied-in with the drive made announce-

ments concerning the picture over the air through a local station.

As shown in the photos above the window displays were exceptionally attractive. Rogers made use of the national tie-ups effected by Producers Distributing Corporation, distributors of "The Volga Boatman." These included the Hudson automobile dealer, the Zenith radio set, and the Victor Talking Machine. In addition to these there was a tie-up with a sporting goods store featuring fishing tackle.

### Offers Reward for Capture of Poster Mutilators

Manager J. P. Harrison of the Hippodrome Theatre, Waco, Texas, made the best of a mean trick that was played him when somebody mutilated date sheets on posters he had set out advertising his presentation of "Stella Dallas." Harrison offered a reward of \$5 for the arrest of the guilty person or persons. The offer, published in a newspaper ad, attracted wide notice and firmly planted the correct showing dates.

### Thumb Prints Are Basis of Resemblance Contest

Dayton, O., reacted most favorably to a resemblance contest conducted by the Dayton Herald in connection with the Keith's State Theatre during the presentation of "Outside the Law." Those whose thumb prints most nearly resembled Lon Chaney's were the recipients of passes to the show.

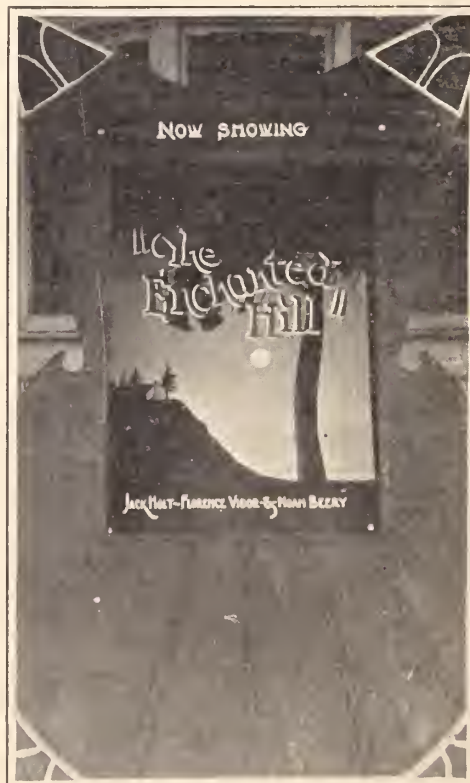
### Arrows Bill "The Road to Mandalay" in Charlotte

Manager Warren Irvin of the Imperial Theatre, Charlotte, N. C., pulled off a unique exploitation stunt when "The Road to Mandalay" showed at the Imperial.

On Saturday night, signs were placed on all roads over which the people of Charlotte ride on Sundays. The signs were made in the shape of arrows and were worded, "The Road to Mandalay." The arrows always

pointed in the direction of the Imperial Theatre.

This stunt was followed up by having the radio announcer tell the listeners-in Monday



Shadow box display designed by Arthur Swanks, for the Mission Theatre, El Dorado, Ark.

night that all those bringing in one of these signs to the theatre would be given a free ticket to see "The Road to Mandalay."

### Dwarf in Go-cart is Crier for "Oh, What a Nurse"

Manager George A. Smith secured the services of a dwarf to exploit "Oh, What a Nurse" when it played at the Noble Theatre, Anniston, Ala.

With the dwarf in a baby carriage dolled up in baby clothes, and another person pushing the carriage, the pair created quite some excitement when they paraded down the street.

The baby would cry and the nurse would give the baby a slap. The baby then stood up in the carriage and yelled out, "Oh, What a Nurse." Following this episode, the nurse unrolled a banner reading, "See Syd Chaplin at the Noble Theatre in "Oh, What a Nurse."

### Hat Designers Compete for "Kiki" Drawing Prize

In playing "Kiki," at the Stillman Theatre, Cleveland, Ohio, the management conducted a hat contest in connection with the Cleveland Press. The newspaper carried a drawing of a girl's head leaving the hat to be filled in by the reader. Under the drawing was the invitation to design a hat to cost not more than \$50 and submit it to the judge.

The first prize was a hat modelled after the winning design or \$50 in cash.



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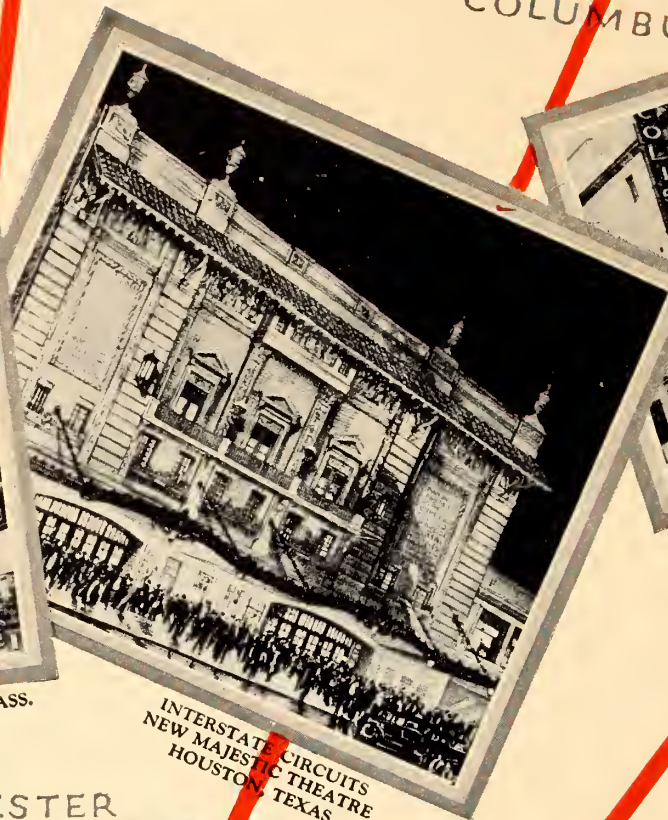
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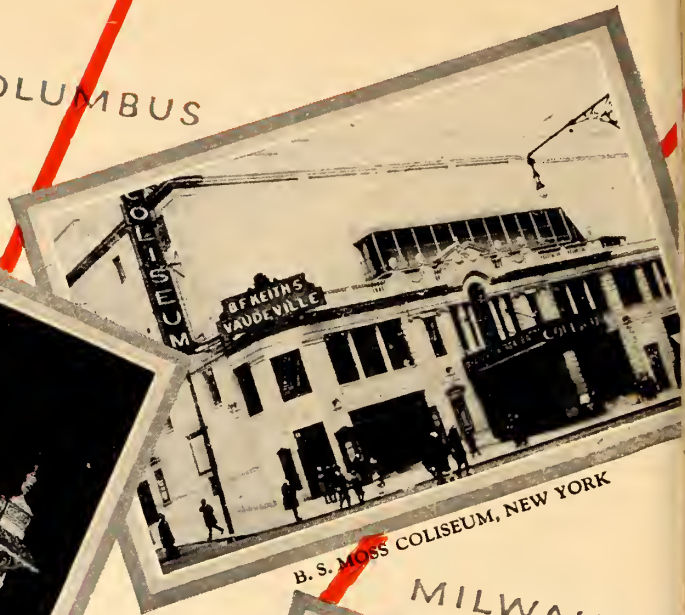
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GRAND HALL, B. F. KEITH'S PALACE  
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AKRON



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OTTAWA

*The*  
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THEATRES LIGHTING  
UP THE MAIN STREETS  
OF AMERICA WITH  
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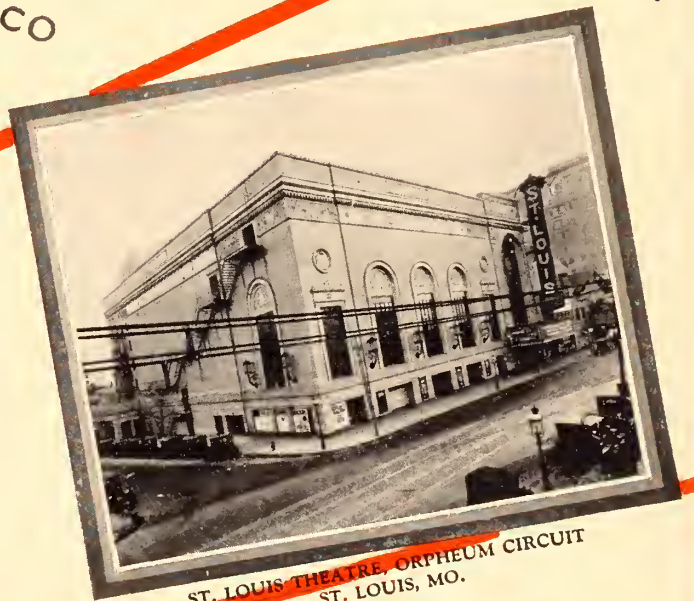
DAYTON

SAN FRANCISCO

PHILADELPHIA



TOWER THEATRE, ORPHEUM CIRCUIT, CHICAGO, ILL.



ST. LOUIS THEATRE, ORPHEUM CIRCUIT  
ST. LOUIS, MO.

DENVER



MAINSTREET THEATRE  
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ATLANTIC CITY

WASHINGTON



WILMER & VINCENT CAPITOL THEATRE  
READING, PA.

WINNIPEG



S.S. MOSS REGENT THEATRE, NEW YORK

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HILLSTREET THEATRE, LOS ANGELES, CAL.



VICTORY THEATRE, PROVIDENCE, R. I.

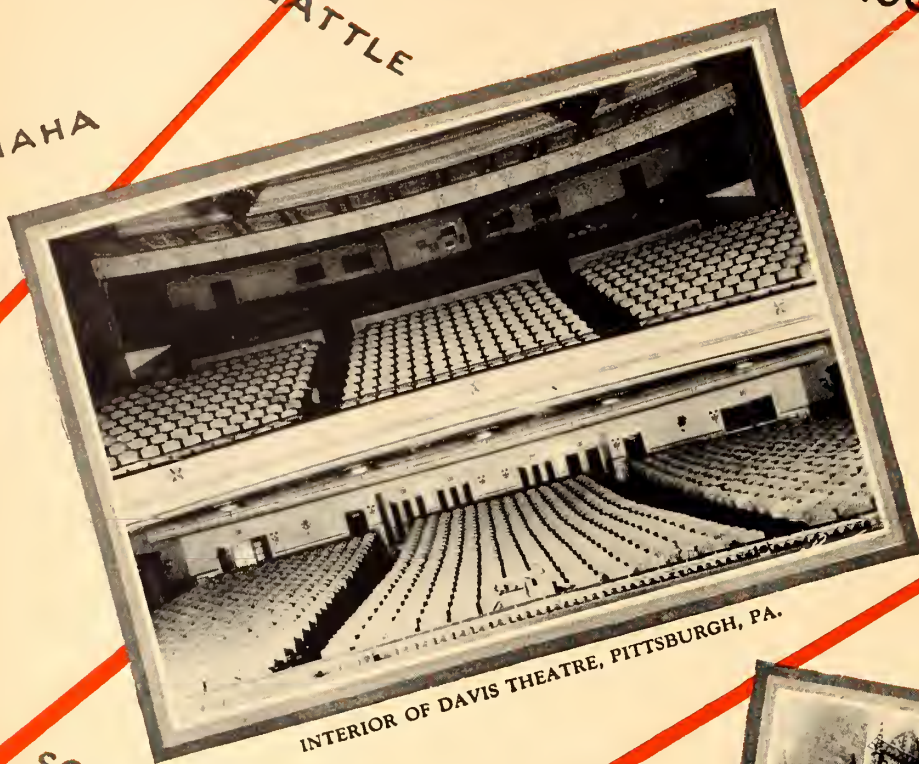


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THE E. F. ALBEE THEATRE  
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**F**ORTY YEARS of solid building  
up of entertainment for the public! Allied with the greatest creative  
showmanship ability in the history  
of motion picture production and  
distribution.

That is the significant keynote of  
this gigantic affiliation whereby De-  
Mille-Metropolitan Pictures be-  
come the backbone of motion  
picture entertainment for the great  
Keith-Albee-Orpheum Circuits of  
theatres.

It means the welding of "big time"  
showmanship with "big-time" pic-  
tures—an unprecedented combi-  
nation that represents a guarantee  
to the exhibitor and to his public  
of the ultimate in entertainment.  
It is an assurance to the exhibitor  
that the national prominence given  
these pictures by these great circuits  
will be reflected in increased receipts  
at the box-office of every theatre  
that plays them.

RELEASED BY  
**PRODUCERS DISTRIBUTING CORPORATION**

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager

Foreign Distributors Producers International Corporation 130 West 46th Street New York, N. Y.

Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President





## CECIL B. DE MILLE

The Master-Craftsman of Motion Picture Production and Star Maker of a brilliant galaxy of box office favorites, transcends with each succeeding production the triumphs that have placed him in an exalted niche all his own. He will carry on to still greater achievements in the magnificent array of product which he will direct and supervise for Producers Distributing Corporation in 1926-27.





*"May Mr. De Mille and Mr. Albee be ever successful"*

## JETTA GOUDAL

Cecil B. De Mille

"THE ROAD TO YESTERDAY"

"THE COMING OF AMOS"

"THREE FACES EAST"

Now Starring In

"HER MAN O' WAR"

"WHITE GOLD"

"FIGHTING LOVE"



# RUDOLPH SCHILDKRAUT

Featured in  
"PALS IN PARADISE"  
*A Metropolitan Picture*

and

"YOUNG APRIL"  
*Produced by De Mille Pictures Corporation*



JUNIOR COGHLAN  
*Best Wishes to Mr. De Mille!*

Recent Pictures  
"THE ROAD TO YESTERDAY"  
"THE YANKEE CLIPPER"  
"HER MAN O' WAR"  
"THE LAST FRONTIER"



MAY ROBSON  
featured in  
"PALS IN PARADISE"  
*A Metropolitan Picture*



# VERA REYNOLDS



"The Road to Yesterday"

"Steel Preferred"

"The Million Dollar Handicap"

"Silence"

"Sunny Side Up"

"Risky Business"

"Corporal Kate"





# JOSEPH SCHILDKRAUT

Featured in

"YOUNG APRIL"

*destined to be one of the outstanding box-office  
sensations of 1926-27*





# JULIA FAYE

as

"MARIUSHA"

in

"THE VOLGA BOATMAN"



## CLARENCE BURTON

*Under Contract to De Mille Pictures Corporation*

### RECENT PICTURES

"ROAD TO YESTERDAY"

"RED DICE"

"THE YANKEE CLIPPER"

"SHIPWRECKED"

"HER MAN O'WAR"

"THE NERVOUS WRECK"



## VERA STEADMAN

*from the fold of Christie Comedies,  
now playing in*

"MEET THE PRINCE"





## H. B. WARNER

*Under contract De Mille Pictures Corporation*

Recent Pictures

"SILENCE"

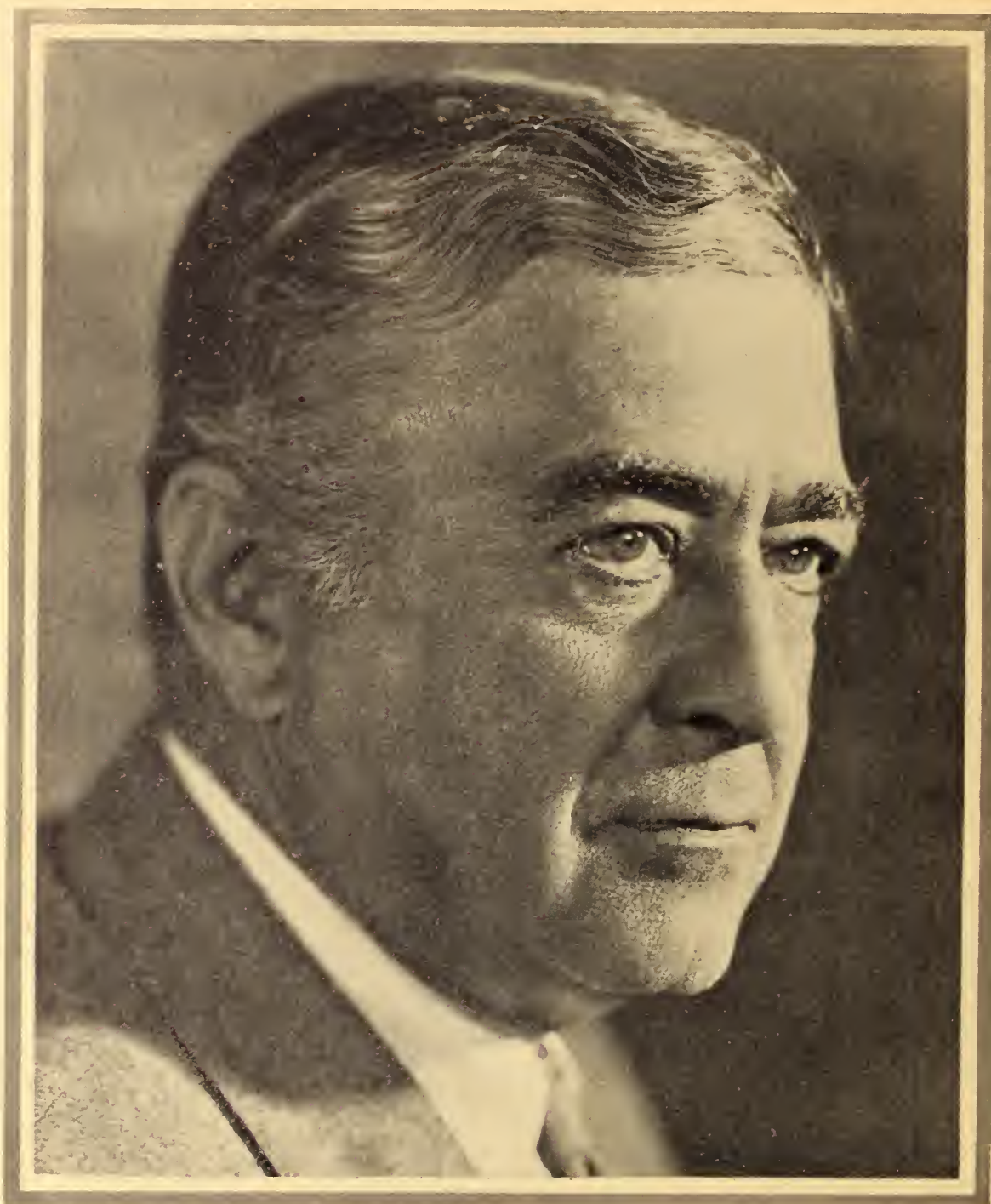
"WHISPERING SMITH"

Now Featured in

Cecil B. De Mille's Production

# "THE KING OF KINGS"





## ROBERT EDESON

"HELL'S HIGHROAD"

"BRAVEHEART"

"EVE'S LEAVES"

"THE CLINGING VINE"

"THE VOLGA BOATMAN"

"WHISPERING SMITH"

"THE PRAIRIE PIRATE"

"HER MAN O' WAR"



# LILLIAN RICH



"SEVEN DAYS"

"WHISPERING SMITH"

"SIMON THE JESTER"

"BRAVEHEART"





# ALAN HALE

DIRECTOR of  
 "The Wedding Song"  
 "Braveheart"  
 "Forbidden Waters"

"The Sporting Lover"  
*for First National*

## "Risky Business"

*Adapted from the Saturday Evening Post Story*  
 "Pearls Before Cecily," by Charles Brackett

CECIL B. De MILLE PICTURES CORPORATION



## ALAN BROOKS

Twelve years K-A Orpheum headliner

*now with*  
 CECIL B. DE MILLE

Advisory capacity—"The Volga Boatman"  
 Appeared in "Red Dye" and "Young April"  
 (Cecil B. De Mille productions)

*Current Engagement*  
 "Pals in Paradise"—a Metropolitan Picture



## ARNOLD GRAY

"The Flame of the Yukon"  
 "West of Broadway"



# KENNETH THOMSON

*Under Contract*  
DE MILLE PICTURES CORP.

LEADS  
*Recent Pictures*

"RISKY BUSINESS"

*With VERA REYNOLDS*

"CORPORAL KATE"

*With VERA REYNOLDS*



## WALTER LONG

Under Contract to DE MILLE PICTURES CORPORATION

### RECENT PICTURES

"EVE'S LEAVES"

"WEST OF BROADWAY"

"THE ROAD TO YESTERDAY"

"STEEL PREFERRED"

"RED DICE"

"THE YANKEE CLIPPER"



## JOSEPHINE NORMAN

Under Contract to De Mille Pictures Corp.

### RECENT PICTURES

"THE VOLGA BOATMAN" "SILENCE"

"FIFTH AVENUE" "THE PRINCE OF PILSEN"

"THE ROAD TO YESTERDAY"



# Rupert Julian



"WITH THE GENERALSHIP OF  
DE MILLE BEHIND US, THERE  
*IS* NO OTHER PLACE FOR  
THIS ORGANIZATION BUT

**THE TOP!**"

"Three Faces East"

"Silence"

"The Yankee Clipper"

"Silk"

**R.P.D.C.**



PAUL SLOANE



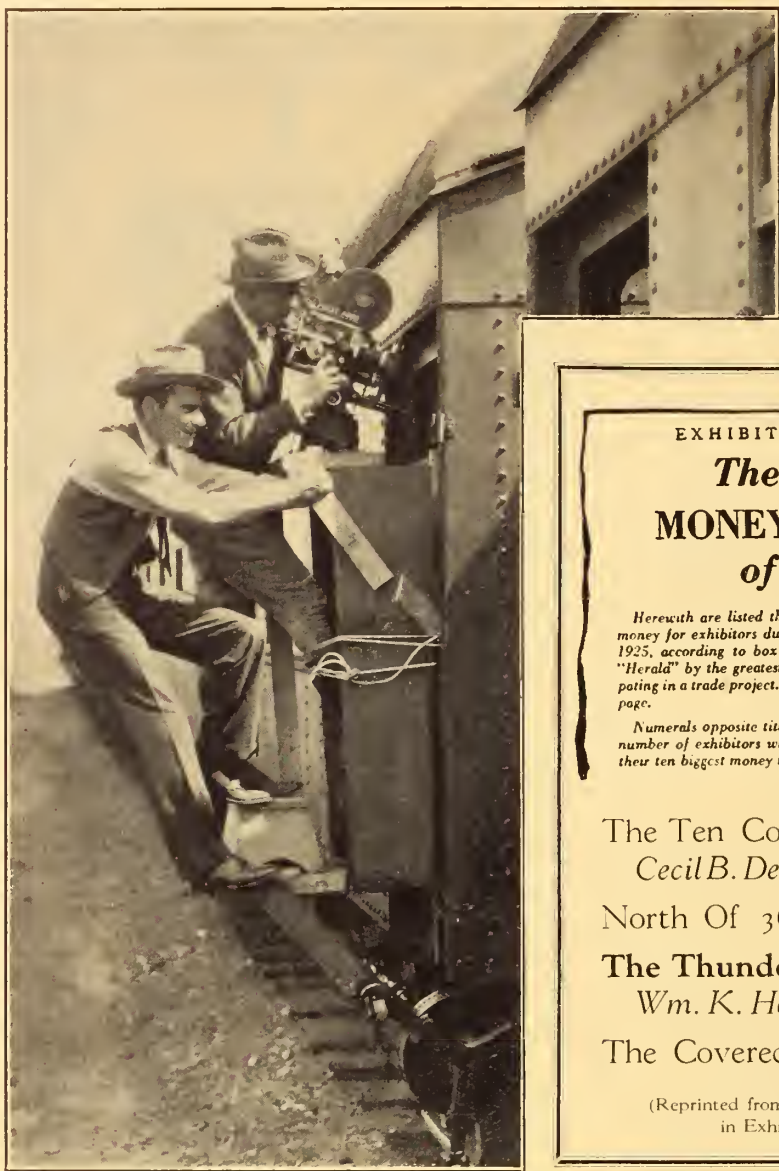
Directing

PAUL SLOANE PRODUCTIONS

For

CECIL B. DE MILLE





In 1925 His Mark Was  
**“The Thundering Herd”**

EXHIBITORS HERALD

**The Biggest  
 MONEY MAKERS  
 of 1925**

*Herewith are listed the 104 pictures that made the most money for exhibitors during the year ending November 15, 1925, according to box office statements submitted to the "Herald" by the greatest number of exhibitors ever participating in a trade project. Details are given on the preceding page.*

*Numerals opposite titles in the following list indicate the number of exhibitors who named each attraction as one of their ten biggest money makers of the year.*

The Ten Commandments	
Cecil B. De Mille Prod.	323
North Of	36 . . . . . 249
<b>The Thundering Herd</b>	
Wm. K. Howard Prod.	149
The Covered Wagon	. 142

(Reprinted from the Paramount Insert  
 in Exhibitors Herald)

*“A box-office sensation and an artistic triumph,” said Variety, acclaiming William K. Howard “The Frederic Remington of the Screen”*

In 1926 He Is Shooting at the Same  
 “High Gross” Box-office Target

With

**“GIGOLO”**

*Starring Rod La Rocque*

**A WILLIAM K. HOWARD**

**- PRODUCTION -:-**

*Presented by Cecil B. De Mille*

*Released by P. D. C.*





# BERTRAM MILLHAUSER

*Supervisor of Production*

Cecil B. De Mille Pictures Corporation

"THE WEDDING SONG"

"THREE FACES EAST"

"SILENCE"



# C. GARDNER SULLIVAN



"BACHELOR BRIDES"

••

"THE CLINGING VINE"

••

"GIGOLO"

••

*Supervisor of Production*

Cecil B. De Mille Pictures Corporation



# the KING of COMEDY



## AL CHRISTIE

Al Christie has won the title of The Comedy King of Producers by right of achievement. In the sphere of Feature Comedy, he reigns supreme.

The record-breaking sensational successes of "Charley's Aunt" and "Madam Behave", prove that as a producer of laughter-provoking features that inundate the box office with dollars and send audiences away chuckling, Al Christie is without a peer.

The first big Christie Special on P. D. C. Program for 1926-27 is "The Nervous Wreck", based on the stage play which created a furore on Broadway and on tour.



# PRODUCERS DISTRIBUTING CORPORATION



# Marie Prevost



As MABEL in  
"Up in  
Mabel's  
Room"



As MARCIA  
in  
"Almost  
a Lady"



Harrison  
ford



"UP IN MABEL'S ROOM"

m:leod





## GEORGE B. SEITZ

*Director of*

"WILD HORSE MESA"

"DESERT GOLD"

"THE VANISHING AMERICAN"

"THE LAST FRONTIER"



## JOHN BOWERS

"Rocking Moon"

"Whispering Smith"

"The People vs. Nancy  
Preston"

"The Danger Girl"

"The Dice Woman"

*now engaged in :—*

"Pals in Paradise"



## MARGUERITE DE LA MOTTE

"The People vs. Nancy  
Preston"

"Fifth Avenue"

"The Unknown Soldier"

"Meet the Prince"

"The Last Frontier"

*now engaged in :—*

"Pals in Paradise"



METROPOLITAN PICTURES

WILL M. RITCHEY

*Supervisor*

THE LAST FRONTIER

*Now in Production—*

PALS IN PARADISE

*Coming—*

JEWELS OF DESIRE

A HARP IN HOCK



# JACK CUNNINGHAM

*Supervising Editor*  
*at*  
METROPOLITAN STUDIOS

*This Year—*

MEET THE PRINCE  
The FLAME of the YUKON  
THE SPEEDING VENUS  
THE NIGHT BRIDE  
WEST OF BROADWAY  
THE HEART THIEF  
MAN BAIT  
JIM THE CONQUEROR



# Members of the Board of Directors of the Cinema Corporation of America



Top row, left to right: Oscar M. Bate, J. J. Murdock, general manager of Keith-Albee, and Maurice Goodman. Second row, F. C. Munroe, president of Producers Distributing Corporation, left, and right, E. F. Albee, president of Keith-Albee. Below are Cecil B. De Mille, left, and right, John C. Flinn, vice-president and general manager of P. D. C. Bottom row, left to right, are: Marcus Heiman, president of the Orpheum circuit, Nathan Burkan and B. S. Moss.



# Albee-P.D.C. Merger Involves Big Group of Theatres

## Details of Recent Affiliation of Vaudeville Circuits With Picture Company Discussed in Authentic Story

BY MARK LUESCHER

THE recent election of E. F. Albee, Marcus Heiman, B. S. Moss, and other representatives of the Keith-Albee-Orpheum and associated circuits to the directorate of the Cinema Corporation of America, the holding company for Producers Distributing Corporation, De Mille Pictures Corporation and Metropolitan Pictures Corporation, is the final step in the cementing of the most significant affiliation the motion picture industry has ever known.

Aside from the fact that it gives the picture producers an extensive and immediate field of distribution and gives the theatres of all the circuits a supply of first-class picture productions adequate to their needs, it is of infinite value to all exhibitors, all over the world, who play the pictures made by these companies.

### *Affiliation With Great Circuits*

The affiliation with these great circuits means that these pictures will be shown in hundreds of cities and towns, from Hudson Bay to the Mexican border, and from Eastport, Maine, to Portland, Oregon, in the theatres controlled by these circuits. But it also means that the tremendous national publicity, advertising and exploitation given these pictures through these theatres will be reflected in increased receipts at the box-offices of all other theatres which play them. A demand for these pictures will be created which cannot fail to redound to the benefit of all others who may have booked them.

Before this affiliation the position of P. D. C. was not so strong as it should have been. It had the pictures, it had a distributing organization second to none, but it had no great chain of theatres of its own to absorb its product, as some of the other producing companies had. The Keith-Albee-Orpheum circuits were in a similar position. They had the theatres, but had no certain supply of pictures to exhibit in them. The heads of these great circuits, conceded to be some of the leading showmen of the world, realized the growing demand for motion pictures and knew that the time was at hand when the question of securing them must be faced. They studied the field carefully, and the affiliation with the Cinema Corporation of America was the result. An important need on the part of each party was thereby filled.

The Cinema Corporation to-day stands in this position. It has, through this affiliation, first run houses on the Keith-Albee circuit, which includes such cities as New York, Brooklyn, Philadelphia, Washington, Baltimore, Boston, Providence, Portland, Maine, Cleveland, Detroit, Cincinnati, Buffalo, Indianapolis, Dayton, Louisville, Toronto, Montreal, Pittsburgh, Youngstown, Columbus, Newark, Atlantic City, Akron,

Ottawa—in fact, every city of note east of the Mississippi River as well as in many less important cities.

### *Large Number of Outlets*

It has, through the Orpheum circuit, outlets throughout the Western United States and Western Canada in such cities as Chicago, Los Angeles, Kansas City, Milwaukee, Minneapolis, New Orleans, San Francisco, St. Louis, Winnipeg and Vancouver, B. C.

Through other associated circuits which will also play these pictures, such as the Poli circuit, the Proctor houses, the Keith-Albee Southern circuit, it can command scores of theatres in New England, in Pennsylvania and the Middle Atlantic States, in New York State and New Jersey, all along the South Atlantic Coast and in the Southern States, in Michigan, in Texas, Oklahoma, Kansas, Arkansas and Louisiana.

This geographical survey touches not only the high spots, but it gives a fair idea of the range of the newly-acquired distribution of P. D. C. And there is much more to come.

### *\$20,000,000 for Building*

Shortly after the news of this great affiliation had been made public, E. F. Albee, Marcus Heiman, F. F. Proctor and B. S. Moss made known their plans to expend \$20,000,000 in building new theatres during the coming year. These operations will not more than twenty additional theatres to their circuits, and these new theatres also will be added to the list which will play the pictures from P. D. C.

The great Metropolitan show place for these pictures will be the New York Hippodrome, the most famous place of amusement in the United States, which has been remodeled so that it is now an ideal picture theatre. The building plans include, in the East, theatres in Rochester, Detroit, Richmond, Flushing, White Plains, Schenectady, New Rochelle, Providence, Columbus, two in New Jersey and three in Michigan. In Greater New York the expansion plans embrace a new theatre in East 86th Street, one in the Bronx, three on Long Island, and others in various sections of Manhattan and Brooklyn not now covered by the Keith-Albee, Proctor and Moss circuits.

### *New Theatres Built*

In the West, Marcus Heiman, as part of the fast-growing Orpheum circuit, announces the completion of a 2,500-seat theatre in Chicago, and new houses in Seattle, Springfield, Denver, Omaha, Vancouver, Toronto, Madison and Sioux City.

These will take their places with the seventeen new theatres built by these interests in the past season, which include three in Boston, one in Los Angeles, three in Chicago, and others in Youngstown,

Akron, Cincinnati, Coney Island, Far Rockaway, St. Louis, Paterson, Atlanta, Louisville and New York.

There are other factors, aside from the theatre situation, which bear largely upon this affiliation and add greatly to its importance. Prior to joining issue with P. D. C., the Keith-Albee-Orpheum group was the only large institution in the amusement business in this country that was not identified with the motion picture industry in one form or another. Those with an ear to theatrical affairs had been predicting such a move for some time, and there were many conjectures as to the identity of the organization with which K. A. O. would throw its interests.

E. F. Albee, President of the Keith-Albee interests, has always had a keen liking for Cecil B. De Mille, and has always been interested in his fine screen products. At the time of the affiliation, Mr. Albee explained his position in the following statement which he issued:

"Having been interested in building up the B. F. Keith organization of vaudeville, I have always been anxious to see that picture patrons receive the same consideration as far as that product is concerned. In all my years of experience in developing the Keith name to what it now holds in vaudeville, I have never taken any step after more careful thought and study of conditions in the amusement world than the association we are now making.

### *Albee's Statement*

"For more than two years, scores of my business associates and men at the head of our vaudeville affiliated interests have urged me to take a decisive move into the motion picture business by entering the producing and distributing field. We have exhibited motion pictures in our theatres since the earliest pictures were produced. We have not heretofore been interested in feature photoplay producing. Hundreds of theatre operators with whom we are not now interested through our vaudeville booking office have also urged me to make a motion picture affiliation or actually engage in the business of producing pictures. Having become convinced on my own investigation that the occasion was now at hand for such an affiliation, I have done so."

### *Predicts Growth*

Mr. Albee is the protagonist of theatre builders in the United States. The most recent examples of his perfect playhouses are the recently completed theatres in Cleveland, New York City and Brooklyn. The present affiliation of P. D. C. with Mr. Albee and his associates, it is predicted, will continue to grow in importance as time goes on.



# Leaders Among P. D. C. Studio Talent

THE list of artists who will write scenarios, direct productions and enact principal roles in the photoplays which Producers Distributing Corporation will release during the coming season contains the names of many personalities of distinguished accomplishment. The program of the company comprises over forty feature pictures and will involve the expenditure of more than \$10,000,000. To carry out this ambitious schedule there have been signed to contracts, specialists who occupy prominent places in the cinema world of today.

A review of the names, with brief sketches of their careers, which is given here, serves to emphasize the imposing character of the artistic talent which will be called upon to carry out the work of visualizing the stories which will be brought before the cinema public by Producers Distributing Corporation during the coming season.

## Rupert Julian

A DIRECTOR whose brilliant record dates back a number of years, Rupert Julian is a recognized master in the accomplishment of sweeping pictorial backgrounds, a quality which manifested itself in such memorable works as "Merry-Go-Round," "The Phantom of the Opera," "Three Faces East" and others. Julian entered pictures as a leading man with Universal after a career of 18 years on the stage. He was born in New Zealand and there started his histrionic career, which later took him to England. Among the pictures he will make this year are "The Yankee Clipper" and "Silk," both of which will be important contributions from the Cecil B. DeMille organization.

## Paul Sloane

IT was in the capacity of a film editor that Paul Sloane made his entry in pictures. That was with the old Edison Company, back in 1914. Sloane, who is now directing productions for DeMille, became a director with Paramount, making "Too Many Kisses," a Richard Dix vehicle, before joining DeMille. In this association he has directed such screen successes as "The Coming of Amos," "Made for Love" and "Eve's Leaves." He has drawn the important assignment of directing Leatrice Joy in "The Clinging Vine," an adaptation of the musical comedy of that title written by Zelda Sears.

## William K. Howard

WILLIAM K. HOWARD'S rise from the comparative obscurity of directing independent pictures to a place in the front ranks has been phenomenal. He flashed brilliantly with his western productions, among which was "The Thundering Herd," one of the group he made for Famous and which landed among the big money-makers of 1925. Howard is now directing for Cecil B. DeMille, the picturization of Edna Ferber's "Gigolo" being one of the important assignments he has drawn in this new association. As a director he has essayed a wide range of subjects, scoring consistently in every attempt.

## Alon Hale

THE career in pictures of this director traces back to the salad days of the films. Then he was a leading man, a rank to which a broad experience on the stage advanced him. He turned his talents to directing while with Fox and immediately established himself in his new field. After making "The Sporting Lover" for First National, he was signed by DeMille. For this organization he directed "The Wedding Song" and "Braveheart." He is now making "Risky Business."

## George B. Seitz

THE technic of the screen is an open book so far as George Brackett Seitz is concerned. He was a writer of fiction who early saw the possibilities of the films and made his start as a scenarist with Pathe. He wrote many serials, then he became a director, filming several of the Pearl White serials. Later he became a producer and played leading roles in pictures he produced. Seitz joined Famous last year, made "Wild Horse Mesa" and "The Vanishing American" and thereby crowned a fine career in pictures. His excellent handling of the Zane Grey story led to his engagement by DeMille to film "The Last Frontier," the Courtney Riley Cooper story.

## C. Gardner Sullivan

C. GARDNER SULLIVAN is one of the honor graduates of the greatest training school for picture makers—the old Tom Ince studios, where he functioned as star scenarist during the palmiest days of that splendid organization. He did stories for Bill Hart, Charlie Ray, Dorothy Dalton, and the other luminaries of that period. He wrote the story and scenario for "Civilization," the scenario for "Duley" and his name is associated with many great screen works. He produced pictures and directed as well. Now he is a supervisor of production for DeMille. "Clinging Vine," "Gigolo" and "Bachelor Brides" are among the assignments he will carry out this season.

## Bertram Millhauser

CONCENTRATED study and broad experience in the endeavor have equipped Bertram Millhauser with a thoroughgoing understanding of screen values. Millhauser is now a supervisor of production with the DeMille organization. He made his start as a scenarist with Pathe and for many years was an important factor in the organization which made the Pearl White serials. He also directed pictures for this company. He joined DeMille as a scenarist at the formation of the company and has written the script for some of the most important pictures made by this firm. He wrote the scenarios and supervised "The Wedding Song," "Three Faces East" and "Silence," among others.

## Jack Cunningham

IF only for his achievement as writer of the scenario for "The Covered Wagon" Jack Cunningham is assured a place among the first flight screen writers. But other achievements of equal distinction go to his credit. Among an imposing list of scena-

rios he has written one finds the titles "The Ghost Breaker," "The Tiger Claw," "The Black Pirate" and others as memorable. Cunningham is general scenario editor for Metropolitan and a supervisor of productions. He will supervise production of "The Night Bride," "The Heart Thief" and "Jim the Conqueror" and others.

## Will M. Ritchey

E VANSVILLE, IND., is his native town and newspaper work the first professional endeavor of Will M. Ritchey, supervisor of productions for the DeMille-Metropolitan Company. Ritchey will supervise such coming pictures as "Pals in Paradise," a Peter B. Kyne story, "The Highwayman" and "West of Broadway." He is a well-known and accomplished scenario writer, a field in which he has practised his skill in developing screen dramatics and gifts for story construction for many years and with a number of the leading companies, the old Balboa outfit, Vitagraph, Famous Players and others. "Whispering Smith" is one of the outstanding works he accomplished for the organization with which he is now connected.

## H. B. Warner

THE English stage provided the training ground for H. B. Warner's first endeavors in dramatic expression and there he climbed to distinction before coming to this country to earn new laurels as an actor. He was sought by picture producers when first they turned to the stage for artists to enact roles in photoplays and Warner became an outstanding star of the screen in a short time. After a highly successful career as a screen star he returned to the stage, scoring notably, and then went back to the studio to play in "Whispering Smith" and "Silence" and he will be featured in "King of Kings," which is to be Cecil B. DeMille's next super effort.

## Marie Prevost

FARCE, high comedy, emotional roles, have been handled with skill and appeal by Marie Prevost—who despite the fact that since that time she has starred in such pictures as "The Marriage Circle," "Tarnish," "Kiss Me Again" and "Up in Mabel's Room" will always be remembered as a former Sennett bathing beauty. Miss Prevost is to star in a series of important pictures from the DeMille - Metropolitan Company this coming season. Among these will be "The Night Bride" and "Man Bait."

## Robert Edeson

ROBERT EDESON draws upon a broad experience in the theatre and the studio in the accomplishment of the fine characterizations he is contributing to the current productions offered by Cecil B. DeMille. He received a thorough training in dramatics on the stage and attained to a rank among the leading American stage stars. He was a matinee idol at the period of his career when he played in "Brown of Harvard" and other successes. In pictures he has essayed a wide range of roles and now occupies a position as one of the star character actors. He was prominent in "The Volga Boatman," "Whispering Smith," "Eve's Leaves" and equally important



roles have been selected for him in the pictures to be made this season.

### *Joseph Schildkraut*

**T**HIS actor's brilliant reputation as an interpreter of romantic roles is not confined to the stage, his performances in "Orphans of the Storm," "The Road to Yesterday" and "The Song of Love" have made him a well-known and favored personality with picture fans. Schildkraut starred also in "Shipwrecked" for DeMille, who now holds a contract for his services, and he will have a featured role in "The King of Kings," the producer's next personally directed contribution to the P. D. C. schedule for 1926-27.

### *Vera Reynolds*

**T**HIS capable actress and screen beauty became a star under the auspices of Cecil B. DeMille, who in speaking of her some time ago said: "Vera Reynolds is a girl whom I offer as a star with very particular pride." The producer then explained that no doing of his made her a star, but that she was made one because in less than six months her fan mail multiplied in number over six times. She first played for DeMille in "Feet of Clay." Since starting his own producing organization, the director-producer has offered her in "The Million Dollar Handicap" and "Silence." This season she will be seen in "Corporal Kate," "Sunny Side Up," "Risky Business," "The Dover Road" and other productions to be made on an elaborate scale.

### *Jetta Goudal*

**J**ETTA GOUDAL made her first big impression in Paramount's "Open All Night" and then played starring roles in "Salome of the Tenements" and "The Spaniard" for that company. DeMille, who has signed her to a starring contract, has presented her in "Three Faces East" and the value which he places upon Miss Goudal's abilities and popularity is indicated in the announcement that she will be seen as star in "Her Man O'War," "Black Marriage," and "White Gold," three of the important forthcoming features from his studios.

### *Lillian Rich*

**L**ILLIAN RICH is one of the actresses under contract to DeMille who will be given every opportunity to continue her steady advancement as an artist and growth in popular favor. Miss Rich, over a period marked by many fine accomplishments as a featured player and star in pictures, has convincingly demonstrated her right to further opportunities to go on to the greatest heights as an actress and a personality. Her beauty, charm of manner and dramatic skill she has displayed in many important contributions from such companies as First National, Universal, Fox and P. D. C. and she has been cast for principal roles in many of the forthcoming DeMille works.

### *Harrison Ford*

**H**ARRISON FORD has maintained his place among the popular and consistent leading men over a long period of time in the pictures, a career which he prefaced with appearances on the stage, in stock companies at Baltimore and Syracuse. Ford was born in Kansas City and adopted acting as his vocation when he started out on his own in the world. His most recent work was the leading male

role in "Up in Mabel's Room," in which he scored emphatically. He will be remembered for his fine performances in such pictures as "Little Old New York," "Shadows," "Smilin' Through" and "The Old Homestead."

### *Marguerite De La Motte*

**D**ULUTH, MINN., claims Marguerite De La Motte as a distinguished native daughter. This actress, who has contributed many fine characterizations to the screen, made her real start in pictures in "The Pagan God," in which H. B. Warner starred. She rose quickly to prominence and drew the important assignment of leading lady to Doug Fairbanks in "The Mark of Zorro." This was followed by many other assignments of like prominence, her most recent work being in "The Unknown Soldier," a DeMille picture.

### *John Bowers*

**J**OH BOWERS is now under engagement to Cecil B. DeMille and he will be cast for several leading roles in forthcoming works by that producer. He left the stage to play in a Mary Pickford vehicle and since has made steady progress in the art of screen acting. His appearances recently have been in "Whispering Smith," "The Dice Woman," "Rocking Moon" and "The Danger Girl."

### *Rudolph Schildkraut*

**T**HE finished dramatic technic of Rudolph Schildkraut was displayed to screen patrons in "His People," in which the actor, whose fame on the European and American stages was justified in the eyes of picture-goers. The elder Schildkraut—he is the father of Joseph Schildkraut—will be featured in "Pals in Paradise," a Metropolitan picture.

### *Kenneth Thomson*

**K**ENNETH THOMSON is listed by Mr. DeMille, who has signed him to a long-term contract, as one of the "comers" of the approaching season. Thomson appears as leading man with Vera Reynolds in "Risky Business" and "Corporal Kate." He is to have a leading part in "The Country Doctor," which will be among the most important DeMille releases and which is to be cast with particular care, according to announcements from the producer.

### *Julia Faye*

**W**ELL remembered for her work in "Ten Commandments," "Feet of Clay," "The Golden Bed" and other DeMille successes, Julia Faye continues to figure importantly in the productions of the famous director-producer, as witness "The Road to Yesterday" and "The Volga Boatman," in which she triumphed with a vital and sparkling performance as "Mariusha." A principal role in "The Country Doctor" is among her assignments for next season.

### *Junior Coghlan*

**T**HIS extraordinarily gifted youngster won feature honors in several pictures through his remarkable naturalness before the camera. Before joining the DeMille forces he played in pictures of other leading companies. His recent works are "The Road to Yesterday," "The Yankee Clipper," "Her Man O'War" and "The Last Frontier."

### *Vera Steadman*

**P**ICTUREGOERS know Vera Steadman as one of the most finished comedienne through her many outstanding performances in Christie comedies and features by Christie and other producers. Miss Steadman is to have her greatest opportunity, so it is reported, in a principal role in "Meet the Prince," one of the DeMille features now in production.

### *Josephine Norman*

**J**OSEPHINE NORMAN is now under contract to DeMille Pictures Corporation, a natural circumstance following the excellent showing she made in parts in "Fifth Avenue," "The Road to Yesterday," "Silence," "The Volga Boatman" and others. Miss Norman is in line for important assignments to casts in pictures from the DeMille studio this season.

### *Clarence Burton*

**A** PROMINENT member of the DeMille galaxy of screen players, Clarence Burton is well known to picture patrons. He started in pictures in 1913 after a stage experience of several years. His recent works are in important roles in "The Road to Yesterday," "Red Dice," "Shipwrecked," "Her Man O'War," "The Yankee Clipper" and "The Nervous Wreck."

### *Walter Long*

**B**Y the sheer power of his portrayals, Walter Long overcame the handicap carried by all heavy men and won a definite place for himself in the favor of picture-goers. He flashed in "The Birth of a Nation," in "To Have and to Hold," "Blood and Sand" and a long string of others preceding his recent work in "Red Dice," "Steel Preferred," "The Road to Yesterday" and other pictures made by DeMille, who has signed him to a long-term contract.

### *Alan Brooks*

**A**LAN BROOKS joined the DeMille organization in an advisory capacity during the making of "The Volga Boatman" and he is now a member of the organization from which players for principal roles are drawn. He played in "Red Dice," "Young April," and will be seen in "Pals in Paradise." Brooks was for twelve years a headliner in the major vaudeville circuits.

### *May Robson*

**I**T is altogether fitting that a stage celebrity who for forty years held the spotlight of popular favor should cap such a career as May Robson's with appearances on the screen. DeMille brought Miss Robson to pictures and he will be thanked by screen devotees. Miss Robson is to be seen in "Pals in Paradise" and it is hinted she may do "The Rejuvenation of Aunt Mary," which she made a classic of the stage, in pictures.

### *Arnold Gray*

**A**RNOLD GRAY left Toledo, O., for Hollywood to make his mark as an actor. He stormed the studio gates and they budged not a bit, so he became an automobile salesman, and then the studios sought him. Now he is a member of the DeMille company. He played in "The Flame of the Yukon," and will be seen in "West of Broadway," another P. D. C. release.



# Quality Production Bulwark of Progress

## Cecil B. De Mille Foresees Great Year for P.D.C. as Result of Merger with Keith-Albee-Orpheum Interests

BY EDWIN SCHALLERT

**T**HE Producers Distributing Corporation has become an organization second to none in the motion picture business. As a result of the deal with the Keith-Albee circuit, we are assured of unlimited facilities and scope for distribution. From a company fighting for a place in the sun, we have become an institution of power and pre-eminence."

This sweeping and prophetic statement covering the present and future of the organization, for which he is spokesman, was made by Cecil B. De Mille recently in Los Angeles. It followed the announcement that the company had not only affiliated, but actually merged with the oldest and most prominent vaudeville circuits in the country.

### De Mille Comments

"No more important move has been made in picture history than this consolidation," Mr. De Mille continued. "It is the most important event of its kind since Famous Players, the Jesse L. Lasky Feature Play Co., and Morosco-Pallog Company were brought together with Paramount as their releasing organization. The Keith-Albee circuit has entered motion pictures because its heads believe in the future of pictures. We are not simply releasing through their circuit. We are partners, not only in the distribution of pictures, but also in their production."

The far-reaching influence of the consolidation may at present only be conjectured. Its full effect will not perhaps be felt before a year, at least, or even longer. However, this much seems definitely assured—both from the statements made by Mr. De Mille and by E. F. Albee, of the Keith-Albee interests—that there will be a gradual change in the character of the programs offered at a number of vaudeville theatres throughout the country in that a new prominence will be given to the films at these theatres. At the same time a vast distribution outlet for the P. D. C. pictures is provided.

Mr. De Mille foresees an especial benefit for the independent exhibitors throughout the country.

"The Keith-Albee circuits are noted for the character of their dealings," he said. "In many of the transactions made with affiliated circuits there is not so much as a scrap of paper in the nature of a contract. An understanding has, in practically every instance, sufficed between the parties to an agreement, and everything in their organization has moved with a remarkable smoothness and provided the greatest satisfaction to all parties concerned."

More than ever, it would seem, Mr. De Mille himself will concentrate his interests upon production, now that the very adequate distribution arrangement has been effected. The companies represented under the general heading of the Producers Distributing Corporation, including, besides

the De Mille productions, the Metropolitan, Christie's and others, have enjoyed an exceedingly prosperous and progressive year.

"Our activities in production have been highly successful, as the proportion of popular pictures on our program already testifies. Such pictures as 'Three Faces East,' 'Steel Preferred,' 'The Last Frontier' and 'Eve's Leaves,' and others now being released, have a big demonstrated box office value."

The same is true in a larger way, also, of Mr. De Mille's own production "The Volga Boatman," which has proven its power as a box-office attraction through the extension of engagements in the various places where it has been exhibited. It is a tremendous hit also in England.

"My own personal interests, of course have always been in building up the forces of production," Mr. De Mille continued. "That is the place where I believe that advancement is both the most essential and most effectual in increasing the prestige of pictures. Without a quality product, the motion picture industry as an industry would soon go to pieces. It is impossible to give a salesman junk to sell and expect him to sell it without an unfavorable reaction from every sector.

"That does not lessen in my mind the importance of the selling organization. It is just as vital to the welfare and progress of the industry as the quality of the pictures themselves. One branch cannot exist without the other. Each has its proper function. There should be harmony between the two, and neither should attempt to dominate the activities of the other.

### Outlines System

"The practical solution, in so far as production is concerned, lies, of course, in perfecting both the system and the character of production. Giving the proper freedom to the individual seeking out native talent, and affording that talent its most effectual opportunity—these are the important features of the system, along with the bettering and improving of the material resources of the studio.

"The machine-made picture, under the crushing restraint of organization, is what spells danger. Success cannot be achieved without a proper degree of supervision, but it must be intelligent and discriminating supervision and not the sort that forces its will regardless of the individual's bent and leaning, and without the proper knowledge of the production situation, developed through studio experience.

"The character of an output is naturally of the greatest importance. Without a program that reflects both novelty and worth throughout, no concern in pictures today can expect to meet the competition with any degree of adequacy. Each picture must be individually and separately considered, and must offer not only a single attraction or two to distinguish it from

other pictures, but a variety of attractions. It must have an *individual* quality that is interesting to the public, and that sells it.

"In our own program this season we are showing a preference for extremes of comedy and extremes of tragedy. Either a picture must be so light and entertaining that it will captivate every audience member, or it must be dramatically so powerful that theatre patrons will all be talking about it, or arguing about it when they leave the theatre. Our program necessarily contains a certain number of melodramas. These, however, have greater dramatic force and more sincerity, we believe, than the majority that have been attempted heretofore."

### Praises Personnel

Of the promise of the various pictures on the program, not only at his own studio, but also in the case of the other organizations that are making pictures for P. D. C., Mr. De Mille spoke more than enthusiastically. He believes very strongly in the success of both Vera Reynolds and Jetta Gondal, the two newly made stars of the organization, who, with Leatrice Joy and Rod La Roque, already established, form the stellar quartet of the De Mille company. H. B. Warner, William Boyd, Elinor Fair, Rudolph Schildkrant, and Joseph Schildkrant will figure prominently as featured players, and also on occasion as stars. Priscilla Dean and Marie Prevost appear prominently as stars of the Metropolitan program, while Seena Owen, John Bowers and Marguerite de la Motte and Victor Varconi will be highly featured. The entire group affords a great variety of types and personalities heading the P. D. C. program, and on the list are many who are increasing their prestige at the box-office very rapidly.

The directorial force of the company has been appreciably strengthened with the recent addition of William C. De Mille, Donald Crisp, William K. Howard, Frank Reicher, Paul Sloane, and others, who, with Rupert Julian, E. Mason Hopper, Edward Dillon, Frank Urson, Alan Hale and others will be primarily concerned in the making of pictures.

### Lists Writers

The writers and supervisors either actually working for the company or associated with the organization, both in the providing of original screen stories or adaptations, include Edna Ferber, Peter B. Kyne, Jeanie Macpherson, Bertram Millhauser, C. Gardner Sullivan, Zelda Sears, Rosita Forbes, Owen Davis, Don Marquis, Samuel Merwin, Frank R. Adams, Lenore Coffee, Garrett Fort, Benlah Marie Dix, A. A. Milne, Jack Cunningham, J. Palmer Parsons, Denison Clift, Elmer Harris, Izola Forrester, Mann Page, Wallace Smith and others. Irvin S. Cobb is also to contribute one or two screen stories.



## THE CHECK-UP

*Weekly Edition of Exhibitors' Box Office Reports*

Productions listed are new pictures on which reports were not available previously.

**KEY**—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see **MOTION PICTURE NEWS**—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
<b>FAMOUS PLAYERS</b>						
Born to the West.....	—	1	7	—	66	6,043 Ft.
Good and Naughty.....	—	2	3	1	65	5,503 Ft.
It's the Old Army Game....	1	5	7	1	58	6,889 Ft.
Palm Beach Girl, The.....	—	3	11	2	68	6,918 Ft.
Rainmaker, The.....	1	3	8	—	58	6,055 Ft.
Say it Again.....	—	2	3	—	58	7,443 Ft.
Volcano.....	1	1	3	—	54	5,467 Ft.
<b>FILM BOOKING OFFICE</b>						
Dead Line, The.....	—	1	5	—	65	5,000 Ft.
Hands Across the Border....	—	2	11	—	65	5,267 Ft.
Jade Cup, The.....	2	2	2	—	43	4,656 Ft.
Masquerade Bandit, The....	—	—	4	1	76	4,919 Ft.
<b>FIRST NATIONAL</b>						
Ella Cinders.....	—	—	6	3	80	6,540 Ft.
Miss Nobody.....	—	—	4	1	76	6,859 Ft.
Ransom's Folly.....	2	3	6	—	53	7,322 Ft.
Sweet Daddies.....	—	—	6	1	74	6,562 Ft.
Wilderness Woman, The....	—	1	7	1	70	7,533 Ft.
Wise Guy, The.....	—	—	5	—	70	7,775 Ft.
<b>FOX</b>						
Black Paradise.....	—	—	5	—	70	4,962 Ft.
<b>Hard Boiled.....</b>	—	1	5	—	65	5,680 Ft.
<b>Man Four Square, A.....</b>	—	—	7	—	70	4,744 Ft.
<b>METRO-GOLDWYN-MAYER</b>						
Boob, The.....	2	1	3	—	48	5,020 Ft.
Lovey Mary.....	—	1	10	1	70	6,167 Ft.
Road to Mandalay, The.....	—	—	5	1	75	6,551 Ft.
<b>PROD. DIST. CORP.</b>						
Eve's Leaves.....	1	1	3	—	54	6,750 Ft.
Paris at Midnight.....	—	—	7	1	74	6,995 Ft.
Prince of Pilsen, The.....	—	1	5	1	70	6,600 Ft.
Unknown Soldier, The.....	—	—	5	6	86	7,979 Ft.
Up in Mabel's Room.....	—	1	4	5	82	6,345 Ft.
<b>UNIVERSAL</b>						
Chasing Trouble.....	1	1	3	—	54	4,585 Ft.
Fighting Peacemaker.....	—	2	3	—	58	4,292 Ft.
Phantom Bullet, The.....	—	2	5	—	61	6,148 Ft.
Rolling Home.....	—	—	5	1	75	6,993 Ft.
Set Up, The.....	—	—	5	—	70	4,600 Ft.
Terror, The.....	—	—	5	—	70	4,862 Ft.
<b>WARNER BROTHERS</b>						
Footloose Widows.....	—	2	3	—	58	7,163 Ft.
Hell Bent Fer Heaven.....	—	1	7	1	70	6,578 Ft.

FILL IN THIS BLANK AND MAIL TO—

*Motion Picture News, Inc.,  
729 7th Ave., New York City*

Date, .....

*In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.*

[illegible]

Class of patronage.....

Theatre.....

Population of Town.....

City..... State.....





# Newspaper Opinions on New Pictures



## "Waltz Dream"—M-G-M, Capitol, New York

*Daily News:* "What a lot of strange names and faces are to be seen on the Capitol screen this week. For that reason alone the picture is refreshing. 'The Waltz Dream' is good entertainment and in many spots beautiful to see. Yesterday afternoon the Capitol audience found much in the film to stir honest laughter and there were frequent bursts of warm applause."

*Evening Journal:* "'The Waltz Dream' is a liltily delightful romance of Vienna, based on the Oscar Strauss operetta. Willie Fritsch as the Prince Consort has a delightful grin and a fine screen personality. Fraulein Desni is blond and pretty, and Mady Christians is a good little actress."

*Evening World:* "This week in particular it is wise to attend the Capitol for the showing of 'The Waltz Dream,' which is accompanied by the music from the Oscar Strauss operetta. Charm is, I think, the outstanding feature of 'The Waltz Dream.' The charm induces a mood that forgives and forgets. The picture has some highly effective and imaginative variations in camera work. Mady Christians as Alix and Xenia Desni as Franz are players we shall want to see in other roles. But it is the production as a whole that charms. It catches to an unusual degree the spirit of light opera. The camera becomes almost a musical instrument for the hour. 'The Waltz Dream' is recommended as entertainment for parents and for children and particularly for those in between those two age groups."

*Times:* "The picture provides a delicate and amusing entertainment."

*World:* "Oscar Strauss' operetta came through its ordeal by camera with charm."

*American:* "If there's anything gayer than a Viennese waltz it is 'The Waltz Dream.' Thanks to an amusing cast and delightful direction 'The Waltz Dream' offers a pleasant hour or so."

*Telegraph:* "'The Waltz Dream' is a picture that is as irresistible as the swelling strains of 'The Blue Danube' and it is well worth a trip to the Capitol on a warm night."

## "The Son of the Sheik"—United Artists, Roosevelt, Chicago

*Tribune:* "Thrilling and colorful photoplay—a charming picture and Valentino sure does make that son give a great account of himself. The supporting cast is splendid, the direction is ditto and the photography is simply grand—'The Son of the Sheik' is a film that no Valentino fan will want to miss, and one, I should say, that might make fans of some who are not."

*Post:* "The picture is a most gorgeous affair—it is a romantic melodrama with touches of humor wherever a laugh is needed, and with plenty of action from beginning to end. 'The Son of the Sheik' is a worthy successor to the first."

*Daily Journal:* "The Valentino

brand of lovemaking still burns with a bright scarlet flame. Witness, if you please, 'The Son of the Sheik' which is turning 'em away at the Roosevelt. It is healthy, rotously good entertainment!"

*American:* "Valentino proves again that he is one of the finest romantic actors of the screen."

## "Devil Horse"—Pathe-Warners, New York

*Evening World:* "Here is a feature that would draw well in almost any audience and deserves Broadway booking. Hal Roach has contrived an unusual picture, combining the 'western,' the animal picture and the film romance, and retaining the best features of each. Rex is the star with Lady, his leading lady, and the piebald 'Killer' as the villain. An outline would suggest too much the conventional 'western,' which the picture is not. It is skillfully contrived and the plots cleverly interwoven. Rex is a truly magnificent actor in a star piece. The story is by Hal Roach, and Fred Jackman has given 'The Devil Horse' a scenic background rarely equaled in any picture. 'The Devil Horse' is first class entertainment, and is full of thrilling drama. I hope to see it again. At the Roosevelt it was introduced and accompanied by a musical novelty that might well interest the management of the Strand or the Capitol. This was an orchestra presented by S. Barret McCormick and featuring a battery of twelve tympani. Mr. McCormick believes this is the first use of more than four tympani in a single orchestra. The effect, particularly in connection with this horse and Indian picture, was tremendously effective. The audience was as enthusiastic over the music as over the picture."

*Daily News:* "Tuesday night in the grand ballroom of the Hotel Roosevelt an assemblage of more or less favored souls saw a moving picture presented by Hal Roach which is not a comedy. Quite a gang galloped and battled across the screen, but it wasn't 'Our Gang.' Probably the film will be shown at one of the Broadway houses in the near future. Therefore a complete review of it will be postponed until the paying customers also can sit in and see it. I'll tell you only that it is a Pathe picture, that the hero is a horse, and that it is directed by Fred Jackman."

"But the musical portion of this special showing deserves a word or two. The program said that the 'eurythmic setting and presentation' was by S. Barret McCormick, and featured for the first time 'an harmonic tympani battery.' A tympani battery, in case you don't know, is a set of about a dozen glorified drums, or enchanted wash-tubs. If that primitive description is offensive to the artists, I am sorry. No offense is intended, for I haven't enjoyed any musical program in months as much as the McCormick offering. I hope when this picture is presented to the public, that the tympani battery will be presented also. For, in addition to pleasing people capable of appreciating the skill of the artists, the

offering will give great joy to all children, and to those of us who don't know anything about music, but know what we like."

## "The Lone Wolf Returns"—Columbia, McVickers, Chicago

*Tribune:* "Billie Dove is one of the few 'women in the case' who may be described as thoroughly charming. She is beautiful. She is gracious. She is winsome. She is aristocratic. Her work is sincere and convincing. A screen asset and a home ornament. Mr. Ince has done nobly with the direction."

## "Senor Daredevil"—First National, Colony, New York City

*Times:* "Mr. Maynard is good-looking and rides so well that he makes extraordinary feats of horsemanship look comparatively simple."

*American:* "Now First National has ridden into the great open spaces with Ken Maynard, two-fisted he-man."

*Journal:* "Ken Maynard, a new screen star, is 'Senor Daredevil' and Buenos Dios! but that boy can ride and fight."

*Morning Telegraph:* "We wonder where Ken has been all these years, for we thought that there was no one who could ever challenge the supremacy of Tom Mix, but here is a chap who out-Mixes Tom at his own game and even Tarzan, his marvelous steed, seems to be a candidate for the honors of Tony, Tom's faithful equine hero. Ken Maynard, a two-fisted, two-gun ridin' fool, rides into the Colony Theatre trailing a cloud of dust and a trail of glory in his initial First National picture, 'Senor Daredevil.'"

## "With Lieut.-Com. Byrd, U.S.N., in America's Polar Triumph"—

Pathe, Warners, New York City

*New York Telegram:* The long stretches of sparkling snow, the jagged bergs, the mighty mountains looming in all their pristine glory against a heavy sky, the calm sea of broken ice-flats that is the Pole, have been captured in a picture that is not merely of historic but of genuine artistic interest as well.

*Evening Graphic:* The exclusive showing of Lieut.-Com. Byrd, U. S. N., in "America's Polar Triumph," is most interesting indeed.

*Daily Mirror:* The account of Com. Byrd's Polar flight is fascinating.

*Times:* The subject is of unusual interest and the flashes leading up to the starting of the airplane for the North Pole give one a graphic idea of the indomitable courage and the energy of the members of the expedition.

## "The Waltz Dream"—Metro-Goldwyn-Mayer, Capitol, New York City

*Evening Post:* "It is not only the best screen offering of this week, but also of many weeks. The picture is a German one, and it dem-

onstrates very effectively indeed the fact that German film makers appreciate comedy as well as tragedy. The comedy of 'The Waltz Dream' is light, pleasant and tasteful. It is an intelligent sort of humor, appealing to intelligent people, and it should be announced with a flourish in this connection that the audience at the Capitol on Sunday evening not only appeared to appreciate this humor, but actually burst into spontaneous applause. There are satirical scenes in 'The Waltz Dream' which remind one of 'The Beggar on Horseback'; there is plenty of sentimental plot from the operetta; and through it all runs the irrepressible lilt of the old Strauss waltzes. The work of Mady Christians as the princess, comes very near to perfection in the art of pure, joyful comedy. 'The Waltz Dream' carries with it the charm, the sentiment of the Strauss waltzes."

*Herald-Tribune:* "Tomorrow morning we begin our study of German. In 'The Waltz Dream' is a young man named Willy Fritsch, and it is said that he is coming to America. We must be able to interview him if he does. The humor in 'The Waltz Dream' is fine enough to have been produced by W. S. Gilbert. And, not only is that true of the story, but it is also true of the players and the direction. 'The Waltz Dream' delights us. It starts right out being marvelous from the very beginning and we liked all the people on sight. We found it a thrilling picture, perfectly produced."

*Sun:* "Vienna, its wine, its waltzes and its gay, sparkling pre-war spirit are eulogized in cinema terms in 'The Waltz Dream.' For once the Germans have sent us a light, sentimental, romantic comedy. The film provides as pleasing an entertainment as may be found in the city this week. I am aware that yesterday's cinema openings included that of Valentino in 'The Son of the Sheik,' but that important event must wait until tomorrow for space in these columns."

## "The Amateur Gentleman"—First National, Mark Strand, New York City

*Evening World:* "Adds to his gallery of distinctive characterizations."

*Times:* "Captivating moments due to the frank and simple manner in which it has been produced and Richard Barthelmess' sympathetic portrayal of Barnabas Barty."

*Herald-Tribune:* "Another virtue that 'The Amateur Gentleman' has is the performance of Mr. Barthelmess, who here contributes the most effective and ingratiating portrayals of any of his recent pictures."

*Sun:* "Mr. Barthelmess is excellent in the romantic role of the country boy who became an amateur gentleman. He shows grace and poise and his personality is projected more forcibly than usual."



## Short Subjects and Serials

### Four Pathe Units Working on Coming Films

The comedy studio of Mack Sennett has three comedy units shooting this week and another about to start filming. An all-star company composed of Madeline Hurlock, Billy Bevan, Thelma Hill and Vernon Dent are filming a boat-race story under the direction of Del Lord, who is working with Glen De Vol as his assistant. Alice Day is well in work on a comedy prize-fight story under the guidance of Earl Rodney and Lonnie Dorsa with Danny O'Shea, Barney Hellum and Jerry Zier the supporting trio of funmakers. A kindergarten story is the "Smith Family's" assignment. The unit including Ruth Hiatt, Raymond McKee and Mary Ann Jackson, are working under Alf Goulding's direction. Harry Connett, Barbara Tennant and Bobby Nelson appear in supporting roles. Ben Turpin is assisting his directors, Eddie Cline and Joe Bordeaux, in the preparation of the story for his next vehicle. In this number the assisting players are Ruth Taylor, Stanley Blystone and Alma Bennett.



Comedy moments in "Hubby's Quiet Little Game," a Pathe release

### Lupino Lane Arrives in Los Angeles for Comedies

Lupino Lane, star of the Educational-Lupino comedies, arrived in Los Angeles a few days ago from London where he was playing leading roles for the last six months in his own production. Upon his arrival in the movie city the comedian reported immediately at the Educational studio where he will make six two-reelers for the Educational program this season. He has already commenced work on his first under Norman Taurog's direction.

### New Gump Comedy Started At Universal City

A new two-reel comedy of the Andy Gump series has been started at Universal City with the Gump family, Joe Murphy, Fay Tincher and Jackie Morgan, working under the direction of Francis Corby. The Gumps, in this offering, meet adventure in the Swiss mountains. Sam Van Ronkel, producer of the series, is supervising.

### Educational Plans Vehicle for "Old Timers"

Three "old timers" on the Educational lot will be presented in one picture in which Estelle Bradley, the "oldest" leading lady, will play opposite Lloyd Hamilton, the "oldest" comedian in point of service. Norman Taurog, senior director, will direct the picture.

### Six Steve Donoghue Turf Films for America

The six Steve Donoghue two-reelers which Hi-Mark Productions will release in America under the state franchise plan, have, besides the featured jockey star, Carlyle Blackwell and "June," an English follies girl, and others.

## Educational Lists Sept. Films

### Second Romance Color Production on Schedule; Will Release Six Two-Reelers

A TOTAL of six two-reel and double that of one-reel subjects will be released by Educational during September. Included in this group is Jack Duffy's initial starring vehicle and the second of the Romance productions done in Technicolor titled "Blue Boy." Also prominent in the list is "My Kid," in which "Big Boy," the Educational baby star, takes the leading role.

"The Blue Boy" is based on director Arthur Maude's conception of the romance back of Sir Thomas Gainsborough' masterpiece, "The Blue Boy." John Roche is co-starred with Phillippe De Lacy, who plays the part of "The Blue Boy." "My Kid" is based on episodes in the life of the two-year star of the production and shows him in regular make-up with his derby hat, big shoes, etc.

Bill Dooley's first offering for the 1926-27 season is titled "A Dippy Tar." Dooley plays the goofy gob type of sailor who becomes the hypnotic subject of an amateur professor of hypnotism.

"Uppercuts" is the title of the Jack Duffy vehicle produced by the Christies. Duffy plays the role of an enthusiastic fight fan who is elected head of the Anti-Prize Fight League, which leads to amusing complications.

A Bobby Vernon comedy, "Wife Shy," is also scheduled for September release. Frank Pangborn, former stage comedian, is featured in "The Jelly Fish," a Mermaid

comedy in which Estelle Bradley plays the leading feminine role.

"Toy" Gallagher, diminutive actress, and Phil Dunham are co-featured in two Cameos for the month. "Loud Speakin' Papa," the first, is based largely on the popularity of the radio. "Kiss Me, Kate" is the other Cameo.

Two new life cartoons and two new subjects in the "Felix the Cat" animated cartoons series are also listed. The initial Bruce Seemie Novelties picture, a new Lyman H. Howe's Hodge-Podge and the customary Kinograms, released twice weekly, are included in the September line-up for Educational.

### Roach Studio Reopens After Annual Vacations

The Hal Roach studio, following its annual custom of remaining closed during the month of July so that vacations may be afforded players, directors and executives, is now opened for the production of pictures. An "Our Gang," Charley Chase, Mabel Normand and all-star comedies are the principal ventures in sight for immediate production. Another feature, starring Rex, the horse, is planned for next month, along with other features and comedies not yet in the production stage. During the vacation period several portions of the studio were remodeled, and the cafe entirely rebuilt.



# Mayer Cartoon Pathe Highlight

## List of Releases for Sept. 5 Include Mack Sennet and Hal Roach Comedies

**T**HE Family Album," the first of a new series of Hy Mayer cartoons, is one of the principal releases on the Pathe program for the week of September 5. Also included is a two reel comedy each from the Mack Sennett and the Hal Roach studios, Topics of the Day, an Aesop Fable, the final chapter of "Snowed In," a Grantland Rice Sportlight, Pathe Review and the two regular issues of Pathe News.

"The Family Album" is the first of a series of four one-reel pen and ink strips from Hy Mayer's "Sketch Book," in which the cartoonist caricatures that family institution. "Should Husbands Pay" is the title of the Roach two-reeler star comedy featuring Jimmie Finlayson, with Vivien Oakland, Martha Sleeper, Anders Randolph, Tyler Brooke, Charlotte Mineau and Anita Garvin in support. The story tells of a reformer who is caught in the toils unwittingly and who pays and pays. F. Richard Jones directed.

The Mack Sennett offering is titled "Hoboken to Hollywood." Billy Bevan is featured and the supporting cast includes Vernon Dent, Thelma Hill and Lenore Summers. Del Lord directed. The story re-

volves around Bevan's adventures with a houseboat.

"Big and Little" is the latest Grantland Rice Sportlight. Fishin' as is Fishin'—that's the theme of this Sportlight.

Pathe Review No. 36 offers the following: "Tulane University," one of a Pathecolor series of the foremost American institutions of higher learning; "With the Roosevelts in Turkestan," No. 2 of a series of camera records of a thrilling adventure; "The Scrambled Scrapbook," a novelty produced with the "process-camera" invented by Alvin V. Knechtel of the Pathe Review Camera Staff.

"The End of Redfield" is the title of the closing chapter of "Snowed In," featuring Allene Ray and Walter Miller. All the various elements of mystery which have been built up in the past episodes are clarified in this chapter. Spencer Bennet directed this production from the scenario of Frank Leon Smith.

"Pests" is the title of the current Aesop's Film Fables release. Topics of the Day No. 36 presents selections of humor from the press of the world and two issues of Pathe News will offer last-minute world happenings.

## Resume of Current News Weeklies

**I**NTERNATIONAL NEWS NO. 68: Minicola, N.Y.—Giant plane ready for New York-to-Paris flight; New Haven, Conn.—Children in gay dances at their own "Sesqui"; Rome, Italy—Secretary of the Treasury Mellon visits Rome; Rome, Italy—General Nobile is welcomed home by Mussolini; Llandridnod, Wales—Welsh Boy Scouts extend enthusiastic greeting to Prince of Wales; Paris—Suzanne Lenglen signs up with C. C. Pyle; San Francisco, Cal.—First Chinese to seek public office; Boston, Mass.—Crack State Police reviewed for "Sesqui"; Oakland, Cal.—Kind-hearted doggies adopt strange waifs; Catonsville, Md.—Lonesome raccoon finds genial pal in dog that helped capture him; Coney Island, N.Y.—Hundreds of canoes in picturesque races; Cleveland, Ohio—Lake carriers rush ore to meet shortage threat; Venice, Cal.—66 years old and swims 10 miles; Seattle, Wash.—Navy raceboats clash for fleet supremacy; Tipperah, India—Trapped wild elephants battle for freedom; Saumur, France—Saumur's crack cavalry does some high stepping; Toronto, Canada—Canada chooses beauty to be "Miss Toronto."

**I**NTERNATIONAL NEWS, NO. 69: New York-New Jersey—New York-New Jersey Tunnel opened by state chiefs; Forest Hills, N.Y.—Mrs. Mallory comes back; New York City—Last film glimpses of Rudolph Valentino; New York City—Huge crowds battle to see bathing queen chosen; Philadelphia, Pa.—Dempsey visits site of heavyweight bout; Berlin, Germany—All Germany celebrates birthday of republic; San Francisco, Cal.—America welcomes "Miss Australia"; Waterbury, Conn.—Spills add thrills to steepest hill-climb; San Francisco, Cal.—Motorbike riders in steepest hill climb; San Francisco, Cal.—Australia sends contender for Dempsey's crown; Port Washington, L.I.—Power boats set new speed records in gold cup meet.

**P**ATHE NEWS NO. 69: Westbury, N.Y.—Fonck's big sky cruiser groomed for New

York-Paris flight; Philadelphia, Pa.—Dempsey-Tunney bout scheduled for Philadelphia; South Casco, Me.—These girls surely take to the woods; Peking, China—China's two chief war lords end feud; Paul Smiths, N.Y.—Kellogg confers with President on Mexican church crisis; Forest Hills, N.Y.—To defend Davis Cup for U. S.; New York City—French tennis stars arrive for Davis Cup matches; Paris, France—Suzanne Lenglen signs contract for U. S. tour; Scapa Flow, Scotland—Salvage German dreadnought Hindenburg; Cologne, Germany—Labor organizations hold huge sports festival; San Diego, Cal.—Navy tests largest parachute ever made; Ranger, Tex.—Ex-rangers renew old ties; Fort Eustis, Va.—Big railway gun roars in practice test; Bryn Mawr, Pa.—Hold National Championship Archery Shoot.

**P**ATHE NEWS, NO. 70: Manhasset, N.Y.—Greenwich Folly flashes to victory in gold cup classic; Berlin, Germany—Celebrate seventh anniversary as republic; Paul Smiths, N.Y.—Summer White House entertains notable visitors; Northeast Harbor, Me.—Charles W. Eliot dies at age of 92; New York City—U. S. Ambassador to Mexico arrives for vacation; San Francisco, Cal.—Travels from far Australia to appear in beauty contest; New York City—Governors inspect Holland Vehicular Tunnel; San Francisco, Cal.—Taking hill on high is ambition of these motorcycle riders; New York City—Rudolph Valentino dead; Gwelo, Rhodesia—South Africa trains citizen soldiers; Westbury, N.Y.—Giant transatlantic air cruiser in maiden flight; Forest Hills, N.Y.—Molla Mallory regains national singles tennis title; Des Moines, Ia.—Spanish-American War veterans renew old ties; Seagirt, N.J.—National Guard maneuvers feature Governor's Day; Sedalia, Mo.—Throngs gather at State Fair; Springdale, Ark.—Honor Queen of Grapes at gay Ozark celebration; Philadelphia, Pa.—Heavyweight king visits site for his title bout with Tunney.

**F**OX NEWS, VOL. 7, NO. 93: Paris, France—Ancient and honorable sport of water-jousting is revived; Rocky Mountains—Vice-President Daves is catching fish on his vacation; Wyoming Rockies—Exploring the largest glacier in the U. S.; Calverton, L.I.—Six perish, many injured, as crack Long Island express is hurled from rails; Ranger, Tex.—The last of Lone Star State's heroic rangers gather for annual reunion; New York City—Harry Luft has no trouble tearing a 1400-page telephone book; Fitzgerald, Ga.—Greatest tobacco crop on record is now being harvested; Jacksonville, Fla.—The motorist's dream of Paradise is realized in this city; New York City—What do you think is the latest thing in men's fashions? Fort DuPont, Del.—Detachment of U. S. Army engineers demonstrates how to build a pontoon bridge; English Channel—Gertrude Ederle triumphs in battle against the sea.

**F**OX NEWS, VOL. 7, NO. 94: Westbury, L.I.—Giant Sikorsky plane receives first ground tests in preparation for New York-Paris flight; Plattsburg, N.Y.—State Secretary Kellogg officiates at unveiling of statue to naval hero of war of 1812; San Francisco, Cal.—New model in sport roadsters is provided by African Jungle ponies; Pullman, Wash.—Farmers of Northwest use latest machines to harvest bumper wheat crop; San Diego, Cal.—119 feminine swimmers compete in exciting race across Silver Gate; Del Monte, Cal.—Governor Richardson reviews crack troops of the California National Guard; Buffalo, N.Y.—Twenty-million-dollar greater harbor project is dedicated; Wrangell, Alaska—Arctic flappers seek cool spots near glacier; Waybridge, England—Europe's finest drivers compete in the British Grand Prix auto race; Bonaventure Island, Gulf of St. Lawrence—Myriads of gannets now raise young in haven; Saumur, France—Graduating class of famous French cavalry school display skill of themselves and mounts.

**K**INOGRAMS, NO. 5213: Exclusive picture of great forest fires in state of Washington; Goodwood, England—King sees the races at "Glorious Goodwood"; Paris—Seventy-year-old Frenchman crosses Montmartre on tight rope; Ketchikan, Alaska—Secretary of the Navy Wilbur arrives on inspection trip; Los Angeles, Cal.—Animal trainer shows how to make wild leopards and lions behave; West Orange, N.J.—Mr. and Mrs. Thomas A. Edison attend annual convention of sales force; Washburn, Wis.—Girls compete in exciting log-rolling contest.

**K**INOGRAMS, NO. 5214: Cape Griz-nez, France—Complete pictures of the great Gertrude Ederle channel swim; Chicago, Ill.—World's most daring riders thrill crowds at second annual rodeo; Galveston, Tex.—Cutest kiddies of the South hold a bathing beauty contest and Miss Dallas wins; Washington, D.C.—First pictures of Benjamin D. Hill, tobacco expert of the Department of Commerce, who has to smoke 200 cigarettes every day; Parkersburg, Pa.—10,000 attend old fiddlers' reunion and annual frolic.

**K**INOGRAMS, NO. 5215: Glen Cove, N.Y.—Suburbs of New York City are hit by typical Kansas cyclone, with enormous damage; Cadiz, Spain—King Alfonso and Queen Victoria visit battleship Memphis; New York City—Ambassador Herrick returns home for holiday and declares the "real France" is our friend; New York City—Lacoste, Cochet and Brugnon of the French Davis Cup team arrive here; Hamilton, Mass.—Lord Wodehouse, British star polo player, practices for coming matches; San Diego, Cal.—400 start but only 13 finish great race across San Diego Bay; San Francisco, Cal.—John Wong, Chinatown's choice for county committee, takes the stump; San Diego, Cal.—Navy tests giant parachute capable of holding whole aeroplane in air; Chicago, Ill.—City's second annual rodeo thrills thousands.



# Opinions on Current Productions

## "Her Actor Friend"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

THIS is the latest of the Alice Day starring vehicles which will be given to the public under Pathe auspices August 29. The setting is a small town into which comes a troupe featuring a school girl's conception of a matinee idol. With the money collected by her father's clerk Alice and a schoolmate attend the theatre. Afterward they go backstage to see the star and accompany him to supper. With the chivalry of his ilk the matinee idol leaves his feminine guests to visit another table. He gets punched in the nose for his trouble by the returning escort of the girl he is trying to flirt with. Then in rapid sequence to escape the father the girls take refuge in the room of the actor, out into the hall and down the hotel steps to be more or less gently padded by a conveniently placed barrel stove. What the moral is, if there be one, I did not discover. Possibly "do not cultivate handsome leading men on the money owed to father on an unpaid hay and grain bill." The most amusing (or to put it another, more truthful way) the least uninteresting part shows the theatre with the actor burlesquing a costume play with the reactions of a small part of the audience to the same. It is not particularly clever or entertaining at any stage of the two reels.

### THE CAST

Alice Day (starred), Eddie Quillan, Joseph Young, Ruth Taylor, Danny O'Shea, David Morris and Thelma Parr. Directed by Eddie Cline.

## "A Knight Out"

(Pathe-Fables—One Reel)

INTO the realm of knighthood, cavaliers, "fayre ladies," etc., enter the leading man, feminine lead and supporting cast of the Fables this week. Al discovers the mice taking a typical Earl Carroll bath, with this difference; there is no question about the contents thereof being vinous. Chased away, Elaine seeks solace on the bosom of Lancelot. But the villain, this time in the guise of a black knight, armored cap-a-pie, kidnaps the fair one. This is as ingenious an excuse for the inevitable pursuit o'er hill and dale as any director could devise, be said director with Mack Sennett, Hal Roach or any other Hollywood megaphone wielder you may wish to name. Arriving at the villain's castle, with regulation moat, tower room in which the fair Elaine is locked up what else but battle after battle to free the imprisoned beauty and best the ambitions—albeit wrongly directed—of the dastardly one? This is done with clever use of brain and pen to more than justify the fade-out moral that "None but the conductor deserves the fare." The public must wait until August 29th for the release of this Fable.—PAUL THOMPSON.

## "Buster Helps Dad"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

LIKE Tennyson's brook R. F. Outcault's "Buster Brown" and his dog "Tige" go on forever. As long as they continue to amuse, more life to them. And in this two-reeler they do most effectually. And there is the added merit that the story which they tell in this particular picture is perfectly plausible as well as entertaining. Determined to help his father out of a financial hole by earning some money, Buster decides that his dog is as clever, if not more so, than any of the featured dog movie stars. Consequently they break into a picture being taken by one of the greatest of these canine screen luminaries and get away with all the glory. Arthur Trimble, as "Buster," Doreen Turner as "Mary Jane," and Pete, the

dog comedian, are all excellent. This is a picture for grown-ups as well as children. Gus Meins, the director, has evolved some unusual and amusing situations with a cynical finale of the dog whose day has arrived condescendingly throwing a bone to his vanquished rival from his seat in a smart car.

## "Kiss Papa"

(Educational-Mermaid—Two Reels)

(Reviewed by Paul Thompson)

THE plot of this comedy is as old as the stage itself. Its more recent origin or development is to be found in innumerable French farces where a baby and a wife-mother must be found to satisfy the terms of an always embarrassing will. Inasmuch as the heirs in this instance are happily married—as much so as can be expected in this cynical age—and have a baby all would have been well. But there would have been no farce-comedy so they quarrel and separate just before the arrival of the lawyer-trustee with his fountain pen and the request, "Sign on this dotted line." Acting independently of each other husband and wife take temporary helpmeets and each corals also a midget to play the role of the stipulated baby. As though this was not enough, an itinerant photographer, who specializes in flashlights for divorce cases, is brought in to get in people's ways. With these ingredients and this premise the reader can figure out for himself or herself the marathons which are staged through the apartment, the mix-ups, with one of the midgets smoking cigars and indulging in other adult practices. Of course the parents become reconciled, their own child, who has been visiting his grandmother, comes back with the nurse in the last few feet of film and the trustee of the legacy goes away happy himself, leaving the couple and the audience feeling "all's well with the world." Stephen Roberts directed Lige Cooley, Estelle Bradley, Anita Garvin, Clem Beauchamp, Lou Archer and Otto Fries in the piece. It is a Jack White production.

## "Thieves' Honor"

(Pathe-Serial—One Reel)

THINGS happen rapidly in this the eighth chapter of the serial of the Sierras, "Snowed In." Allene Ray is rescued from the sprung trap where we and the cameraman left her last week. The air mail-plane is signalled not to stop for the villains to rob the precious pouches. It seemed that the searchlight signal of the conspirators would be effective in the same way a flame is supposed to be for a moth. Then, knocked out but recovering, the hero, Forest-ranger Walter Miller, resumes his task of untangling the many threads of the tangled skein of the plot. Through a mistaken sense of duty the heroine is again left in a most perilous position at the end of the chapter. She and the villain have just fallen through the plaster from the garret where the "papers" were concealed and are hanging from the beams. Spencer Bennet directed Frank Leon Smith's scenario.—PAUL THOMPSON.

## "Tiddly Winks"

(Universal-Bluebird—One Reel)

A MOVIE comedian in a series of more or less correlated pictures certainly realizes Shakespeare's "one man in his time plays many parts." In this Bluebird release Arthur Lake is the suitor for a girl living in the suburbs. He misses his last car to town because the girl's father becomes engrossed in a game of tiddly winks. The cavalier returns to the house with the idea of getting in and sleeping on the couch until morning. A burglar precedes him through the kitchen window. Naturally the family is aroused and then ensues a comedy pursuit, the

burglar having taken refuge in a suit of armor. Of course he is captured and Arthur commended for having detected the attempted burglary. As usual Isobel Milestone and Billy Engle are the chief supports to the star. George Summerville directed the piece, which will be released August 27th.—PAUL THOMPSON.

## "Open House"

(Educational-Tuxedo—Two Reels)

(Reviewed by Paul Thompson)

ALL aphorisms, maxims and truisms should be taken with a grain of salt. To prove the truth in the case of "Charity Begins at Home" is the motive or moral, or what you will of this Educational comedy. Friend wife (Lucille Hutton) insists upon her husband sharing her charitable activities. She takes him with her on an expedition to succor some people in the poor quarter of town. Escaping from there the husband (Johnny Arthur) returns to his own home to find it filled with tramps whom his wife has invited as week-end guests. Every part of the house, even to the bathroom, is filled with the invaders. Forced to flee, the husband decides to teach her a lesson. He corrals all the animals he can, including a cow, donkey, elephant with geese and other birds thrown in for good measure and brings or has them sent to his home. The hobo contingent naturally are ousted and the wife made to see the error of her ways. The so-called and usually actual lesser half of the family is carrying out to the utmost the "Be Kind of Animals" week slogan, even surrendering his own bed to a complacent cow-guest. The comedy shows what an infinitude of trouble a company, director and strikers will go to to create scenes that will strike the spectators as amusing. Donna Barrell wrote the piece which was directed by Charles Lamont. Jack White, who supervises, supplements Mr. Arthur and Miss Hutton in the cast.

## "Keeping 'Em Guessing"

(Red Seal—Magicians' Club—One Reel)

THE second of this series on which members of the light fingered gentry (not pickpockets, at least professionally) have collaborated with the camera men is well worth while. When you figure how welcome as dinner guest is the man who can do something whether it be to talk well, or otherwise entertain, this series offers an educational opportunity. It is an exposition of how some of the simplest yet most mystifying stunts are done with no apparatus needed. Everyone of them can be picked up through the brief showing on the screen and would be decided assets for anyone who plans a busy social season for the winter of 1926-27.



Ko-Ko, guest conductor at the Capitol, N. Y., this week, leads the audience for "By the Light of the Silvery Moon", a new

Ko-Ko Song Caricure  
FITS ANY THEATRE  
FITS ANY PROGRAM





**"Felix the Cat Misses His Swiss"**

(Educational-Bijou—One Reel)

(Reviewed by Paul Thompson)

PAT SULLIVAN, the artist, takes Felix and the three—not blind, of the song of nursery days — mice far from home. Thwarted by Felix in their attempts to steal the cheese of the local store-keeper, the mice determine on a European invasion to sample Swiss cheese at the source. With the unwilling aid of a typical cartoon fish the mice cross the Atlantic, Felix clinging desperately to the tail of the transport. In Switzerland the quartet do some fine and fancy mountain climbing and descending. Alternately the cat and the mice have the laugh on each other, and all through the film they have the happy fortune to keep their spectators amused. It is a worthy inclusion in this nationally famous series of cartoon-comedies.

**"The Film Reporter"**

(Red Seal—One Reel)

THIS is issue number one of what promises to be an interesting series. It is nothing more or less than sidelights (photographically) on the "great and near great." This is a monthly news release devoted to the screen in this initial showing, but later to include celebrities not only of the stage but also of sports. Moments in the lives of Will Hays, Adolphe Menjou, Billie Dove and others are pictured for their admirers and followers to see and ponder.—PAUL THOMPSON.

**Animated Hair Cartoons**

(Red Seal—No. 14—One Reel)

MARCUS, the famous cartoonist on the New York Times, this time aims for laughs—and gets them. He takes the original drawings from his own pen and converts them into the cartoon characters of the best known

newspaper artists such as Harry Hershfield, Rube Goldberg, Cliff Sterrett, George McManus, etc. It is uncanny how the shifting of certain lines and not with the addition of others not previously used will result in perfect reproductions of the trade mark characters of the United States' best known comic artists.—PAUL THOMPSON.

**"Toot Toot"**

(Red Seal—One Reel)

STILL the duel to the death between Ko-Ko and his creator, Max Fleischer. The latter has to win, of course, but this time his creation, like the Old Man from the Sea and Sinbad, nearly kills the artist who brought him into being. Taking charge of a real railway train Ko-Ko pulls the throttle wide open and there is a veritable dash for death until the train and passengers glide to safety into the artist's inkwell. Before this bit of drama the character has a merry time in a typical Rube Goldberg train of his own defying all the laws of gravitation that Sir Isaac Newton ever pretended to discover and then some. Like most of Mr. Fleischer's creations this one of the series will entertain.—PAUL THOMPSON.

**Fashions in Photographs**

(Pathe-New Process—One Reel)

THIS is a curiosity series. About every trick photographically that can be utilized is brought into play. Photographs which have been torn into pieces are replaced, each strip finding its way back to make a completed whole. It is a variation of reversing the camera, evidently, but the effect is uncanny and mysterious. This familiar trick is used also in stopping divers and pole vaulters, dogs dancing and then having them retrace their steps, jumps or motions. As a filler-in for a few moments it has its place in a program in any smaller theatre. It will

keep the spectator guessing as to how it is done.—PAUL THOMPSON.

**"Another Kick Coming"**

(Red Seal—One Reel)

THE woes of a dog catcher in a small town, and they are many, are the basic theme of this Bronte comedy. While the boys whose dogs are corralled by the dog-catcher and that hated individual himself naturally play roles the important parts are assigned by the director to the animals. They play their roles well. One dog which has befriended the donkey attached to the dog-catcher's cart repays the kindness by kicking the wagon to pieces thus freeing the canine captives to their own and their juvenile masters' joy. Amusing and well carried out.—PAUL THOMPSON.

**"Pack Up Your Troubles"**

(Red Seal—Song-cartoons—One Reel)

THIS is quite an ingenious idea. Instead of using antiquated colored slides to get an audience to sing the song being played by the organ or orchestra KO KO and his allies figure in the showing of the song's words on the screen. In this instance artillery, armored cars, individual soldiers are used to emphasize the words and do so most effectively. It is at the same time amusing.—PAUL THOMPSON.

**Marvels of Motion**

(Red Seal—One Reel)

THE Novograt process displays the gracefulness of a dancer and an athlete going through the motions of their acts. By slowing up the camera and at times halting the pictures completely this grace is brought out more effectively than through ordinary projection. The drawback is that the film seems to be of an aged vintage.—PAUL THOMPSON.

**MAX FLEISCHER PRESENTS**

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## Battling Butler

Right Up Keaton's Alley

(Reviewed by Laurence Reid)

**T**HE imperturbable Buster Keaton is at it again contributing highly mirthful film fare. This time he has taken the germ of a musical comedy plot which saw the lights of Broadway a couple of seasons ago and polished it up so that it shines like a new dishpan. Buster, directing as usual, sees to it that a new line of gags must be in order if he expects to bat 300 in the comedy league. So as the pampered son of the Butlers, he goes camping and the laughs come bouncing along when his ideas of camping are in line with Ritz ideas.

The piece goes off on a new tack here and the action is occupied entirely with Keaton's activities in and out of the ring. Some of it drags a little, but taken in its entirety the film is genuinely funny. The ring action is lively and filled with clever gags. And Buster takes a deal of punishment in taking and dodging the blows. It is well mounted and the star's support is good—especially where Snitz Edwards is concerned.

*The Cast: Buster Keaton, Sally O'Neil, Snitz Edwards, Francis McDonald, Tom Wilson, Eddie Borden, Walter James, Buddy Fine. Director, Buster Keaton.*

**THEME.** Revolves around pampered youth who is forced to masquerade as prize-fighter. Goes into training and emerges as the champion.

**PRODUCTION HIGHLIGHTS.** Buster's change of clothing at the camp. The evening meal. The introduction of girl's relatives. The prize fight sequences. The scene when

Buster trains on the road. The support.

**EXPLOITATION ANGLES.** Bill as another fine Keaton comedy. Play up the prize-fight element, emphasizing the training, etc. Exploit Sally O'Neil. Tie up with sporting goods stores on correct apparel for hunting, fishing, etc.

**DRAWING POWER.** Should sell out everywhere.

*Produced by Buster Keaton-Joseph M. Schenck. Distributed by Metro-Goldwyn.*

*Length, six reels. Released August, 1926.*



Scenes from "The Duchess of Buffalo," a First National picture

## Pals First

Should Satisfy Wherever Shown

(Reviewed by Laurence Reid)

**A** SATISFACTORY crook melodrama has been concocted from Lee Wilson Dodd's play with Lloyd Hughes as the star. It motivates around a sort of "Three Musketeer" idea with the central character, a forger and escaped convict, coming into a lot of luck through mistaken identity. In other words, "The Dominic" and "The Count" find him and nurse him back to health. They swear friendship and start out together—eventually winding up at an old manse in Louisiana where the forger is welcomed by the servants as the young master, whom the household believed drowned.

The action develops the logical touch of the crooks trading on their pal's resemblance to the missing youth. They make themselves at home and are taken in by the neighborhood. There is a quality of suspense which figures when the real heir's cousin has been spending his money and making love to his fiancée. This precipitates a conflict between the crooked relative and the forger—with the former attempting to expose the latter as a fraud.

The finish establishes the reformed crook (the romance attended to the reformation) as very much to the genuine. He turns out to be the missing youth. The picture is played with good dash and color by Lloyd Hughes, George Cooper, Alec Francis and Dolores del Rio.

*The Cast: Lloyd Hughes, Dolores del Rio, Alec Francis, George Cooper, Edward Earle, Hamilton Morse, George Reed, Alice Nichols, Alice Belcher. Director, Edwin Carewe.*

**THEME.** Crook melodrama based upon a crook getting by as honorable, etc., through mistaken identity.

suspense. Scene when cousin tries to embarrass the hero.

**EXPLOITATION ANGLES.** Bill as exciting crook melodrama. Play up Lloyd Hughes and Dolores del Rio.

**DRAWING POWER.** Suitable for all types of houses.

**PRODUCTION HIGHLIGHTS.** The planting of the crooks. The human interest, the

*Produced and distributed by First National.*

*Length, 6,843 feet. Released August, 1926.*



The Don Marquis stage play, "The Old Soak," offers many interesting and amusing episodes as these scenes from the Universal screen version will prove



## The Duchess of Buffalo

Clever Farce Comedy Here

(Reviewed by Laurence Reid)

**T**HE title means nothing in this picture. It could just as well be the Princess from St. Paul. But that is nothing against it. On the contrary, it is a smart little number which sparkles from inception to conclusion—and nothing is wasted toward making it one of the particularly bright films in Constance Talmadge's gallery. While the star demonstrates again her fine comedy talent and captivates her audience with the dash and charm of her acting, nevertheless, much of the merit belongs to Sidney Franklin for his clever direction.

The idea is of no great shakes. It simply features the romance of a Russian danseuse who hails from America. When her betrothed, a lieutenant in the Czar's army (the story antedates the Bolshevik regime) starts cutting up didoes and his life is threatened—well, the American girl masquerades as a Grand Duchess and gets away with it—for a while.

The piece dashes along with plenty of steam—which is a credit to the sponsors—seeing as how the plot is frail. The eye is captured by the sets, uniforms, gowns—and the tone of elegance which permeates the production. Altogether, it is a scintillating number—one sophisticated but not vulgar. The titling is excellent. And so is the acting.

*The Cast: Constance Talmadge, Edward Martindel, Tullio Carminati, Chester Conklin, Rose Dione, Lawrence Grant, Martha Franklin, Jean de Briac. Director, Sidney Franklin.*

**PRODUCTION HIGHLIGHTS.** The clever acting by star. The support by Martindel. Scene when lover places wrong construction on sweetheart's tete-a-tete with Duke. The expose. The settings.

**EXPLOITATION ANGLES.** Bill as one of the cleverest of

the star's pictures. Play up as clean and sparkling comedy of court life in Russia. Stage a prologue in keeping with Russian backgrounds. Play up Chester Conklin.

**DRAWING POWER.** Should be a hit wherever shown. Best suited for high-class houses.

*Produced by Joseph M. Schenck. Distributed by First National. Length, six reels. Released August, 1926.*



Highly mirthful film fare is found in great abundance in the Metro-Goldwyn-Mayer offering, "Battling Butler"

## The Old Soak

Don Marquis' Play On the Screen

(Reviewed by Paul Thompson)

**T**HE stock phrase, "the original was treated with reverence" in its transferral to the screen, cannot be used because, according to Andrew Volstead, General Andrews, Major Mills, William H. Anderson and company, it is not a subject calling for reverence. I will say this, that the work of putting Don Marquis' lovable old tippler on the screen has been successfully done by Charles Kenyon, the scenarist, Director Edward Sloman and the star, Jean Hersholt. I have been familiar with Don Marquis and his character ever since his creation in *The Sun Dial* years ago. Then came the stage play, which I had the privilege of reviewing, and now the silent-drama version. Some authority may be vested inasmuch as the author once dedicated to me "The Foot on the Brass Rail," one in a collection of twelve poems, which appeared in the published collection of column musings anent "The Old Soak."

The spirit of the principal character and the stage play have been retained. Clem Hawley is a kindly, philosophic, amiable character and as such is realized to the utmost by Hersholt, who gives an excellent performance. The plot is negligible. Suffice it that his sanctimonious bootlegging cousin is worsted, the money misappropriated by the son recovered, and Clem's position as head of the family rehabilitated.

*The Cast: Jean Hersholt (starred) George Lewis, June Marlowe, William V. Mong, Gertrude Astor, Louise Fazenda, Lucy Beaumont, Adda Gleason, George Seigmann, Tom Ricketts, Arnold Gregg. Director, Edward Sloman.*

**THEME.** Family Drama, whose head imbibes not wisely but well.

Hersholt and Don Marquis reputations. Elemental appeal; simple everyday story.

**PRODUCTION HIGHLIGHTS.** Convincing performances Hersholt and others and real-ness of settings.

**DRAWING POWER.** Good because of stage play's success and humorous treatment of hero, not offensive even to prohibitionists.

**EXPLOITATION ANGLES.**

*Universal—Jewel production and distribution.*

*Length, 7,445 feet. Released October 24, 1926.*



There is a quality of suspense in First National's "Pals First" with conflicts between crooks making up the melodrama



**RATES:** 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

CHIEF OPERATOR, 22 years' experience, desires a change. Would like complete charge of theatre circuits projection. For interview address J. R., care Motion Picture News, New York City.

AT LIBERTY immediately, account house changing policy, full crew of stagehands: stage manager, projectionist, electrician, flyman, property man. All experienced vaudeville and presentations. Formerly all union. Only first class offers considered for season's engagement. Will furnish bond as to ability and honesty. This is a first class crew in every respect. Address Box 920, Motion Picture News, New York City.

AT LIBERTY: organist on account of house closing. Can furnish best of references. Eight years at Columbia Theatre, Muncie, Ind. Elmer Howell, Warsaw, Ind., Box 76, Barbee Lake.

ORGANIST—Experienced.  
Concert and Picture.  
Choicest references. Invite  
investigation. Address Box  
810, Motion Picture News,  
New York City.

ORGANIST, thoroughly experienced, wishes to locate in first-class theatre. Can be featured. Box D, Motion Picture News, 845 So. Wabash Avenue, Chicago, Illinois.

OPERATOR and electrician with ten years' experience wants steady job. Married. Operator, Box 282, Mason City, Iowa.

**YOUNG MARRIED MAN,** thoroughly capable, with broad experience about exhibition end of business, and best of references, desires position as manager or assistant of Motion Picture Theatre somewhere in California. Box 50, Motion Picture News, 729 Seventh Ave., New York City.

MANAGER at liberty  
September 15th. Have had  
fifteen years' experience in  
Motion Pictures, Vaudeville  
and Legitimate houses. Best

of references. Know the theatre from front to back stage. Accept any first-class house or houses anywhere. Address Box 55, Motion Picture News, 729 Seventh Ave., New York City.

POSTER ARTIST, Lobby Man and Exploitation Expert desires permanent position; references furnished. Address Artist, 820 N. Porter Street, Sherman, Tex.

CHIEF OPERATOR, 22 years' experience, desires a change. Would like complete charge of theatre circuits projection. For interview address J. P., care Motion Picture News, New York City.

EXPERIENCED motion picture man wants to lease or buy motion picture theatre in city of three thousand or over, or will buy half interest in well established business. Eugene Pelletieri, 1020 Wells Street, Milwaukee, Wisconsin.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

FOR SALE—1,500 upholstered opera chairs in good condition. Address Box 60, eare Motion Picture News, 729 Seventh Ave., New York City.

**THEATRE CHAIRS FOR SALE**—One thousand veneered chairs good condition. Must be sold to accommodate new installation. Very reasonable. Hippodrome Theatre, Williamsport, Pa.

FOR SALE—Used theatre chairs of all descriptions. Immediate shipments. Largest stock of chairs in West. The Theatre Seating Company, 845 S. State Street, Chicago, Illinois.

WANTED—To buy or lease Picture Theatre in town of over three thousand in Northern Missouri, Southern Iowa, or Eastern Kansas and Nebraska. Address E. C. Humes, Albany, Mo.

Tonight  
Two Shows  
At 7 and 9

**PRINCE'S  
THEATRE**

Tonight  
Two Shows  
At 7 and 9

# JOHNNY GAINES



**the Irrespressible—in His Latest and Best Comedy**

Johnny Gaines, who has been called "the most popular comedian in the country," is here in a new comedy, "The Brown Derby." The story is a hilarious one, and the comedy is of the highest order. It is a comedy that will make you laugh and cry. It is a comedy that will make you forget all your troubles. It is a comedy that will make you love life again.

**"The Brown Derby"**  
—the Speediest Comedy Made This Year and a Romance So Fast It'll Take Your Breath Away As Easily As He Captured His Sweetie's Heart!

**Educational All-Star Comedy "Mister's Wife"**

Pathe Review — Cartoons — Pathe News

**Relax and Enjoy Yourself in a Restful Atmosphere**  
Stop in at the best sidewalk cafe in the city, surrounded as the difference in your private and public life, where you sit down in the seat. Transported to Goodland, there is no other name for it.

**OLYMPIA**  
TONIGHT: MON.-TUES.-WED.

**JOHNNY HINES**

his latest!  
his funnest!  
his greatest!



**'The BROWN  
DERBY'**

—It's a New Race. But It's a True to Fun!  
Also: Many Other Features

TYRUS
PAZ
BAT

**JACQUELINE LOGAN**  
in "If Marriage Fails?"

**Come to the Blue Ridge Mountains of Virginia—  
hit the trail of Johnny Hines**



**Johnny Hines -- in -- RAINBOW RILEY**  
*Excerpt from "The World's Work in '44"*  
—*Illustrated Introduction*—

**WORLD NEWS**

**GOOD MUSIC**

**REPUBLIC**  
The Voice of the Republic  
Patman

**CIRCLE!**

Capt. Byrd might just as well have come to the **CIRCLE**. It's like the north pole here.

**JOHNNY HINES "IN"**  
**"The BROWN DERBY"**  
 here he comes! there he goes! and how!

starts off with a bang. The top job of a champagne cork. goes right to your head... it's a hat the **BROWN DERBY**... more famous than the green hat... spent more money and that more elegant... a gramophone full of grin. Fines it's whizzy... dizzy.

Imagine Judy Hines (remember him—the poppy young fellow you saw in person at the Circle a short time ago) in a beautiful plumber... a blushing plumber who torques his tools... until he gets his **BROWN DERBY** (the magic hat... the hat which makes him remember his tools and gives him the courage of a lion).

**CIRCLE COMEDY**  
**LIPPOW LANE** in  
**"Flea's Luck"**

**"Holla, Holla, How Are You?"**  
 From the  
**Duke Ellington**  
**"MOM OF THE LUMP"**  
**STUFFY DAVENPORT SINGS**

Animated Circle News

A First National Picture  
 on the **CIRCLE** Stage  
**JOE RAY'S**  
**CALIFORNIA NIGHT HAWKS**  
 FAMOUS HAD ENTERTAINERS  
**12 MERRY MUSICAL MEN**  
 The Sun-Kist Station's Contribution to Music

[illegible][illegible]

*First National's press book layouts were widely employed by exhibitors presenting "The Brown Derby," as shown by the group of ads above. The comedy note was played up in attractive fashion mainly with cartoon sketches of the star, a form of display which generally contrasts strikingly with other ads in the amusement sections of the newspapers. The ads were used by the Republic, Jacksonville; Olympia, New Haven; Mainstreet, Kansas City; Pantheon, Toledo; Circle, Indianapolis; Princess, Hartford.*



# Regional News from Correspondents

O. M. SHAW and P. J. Downs, of the Marathon Theatre Marathon, Texas, have purchased the Gem Theatre of Anthony, N. M. The new management took over the operation immediately after the purchase on August 6, 1926. This theatre is just a little different than probably any other theatre in the country in that half of the building is in the State of New Mexico and the other half in Texas.

The McCook Amusement Company of McCook, Neb., has taken over the operation of the Iris Theatre of Indianola, Neb. O. F. Glass negotiated and completed the deal for the new owners.

Chas. R. Zears, secretary of the Oklahoma City Film Board of Trade, arrived in Denver this week for a vacation visit with relatives

and friends. Mr. Zears was accompanied by his wife.

Sid Weisbaum, manager of the Denver branch of Film Booking Offices, has left for Salt Lake City in his automobile to visit Fred Lind, new branch manager of the Salt Lake F. B. O. branch. Mr. Lind was former assistant manager of the Denver office.

S. B. Rahn, manager of Pathe, called in all salesmen this week for a sales conference.

The new exchange building at Broadway and Curtis Street is rapidly nearing completion and will be ready for its tenants in another

## Denver

ten days. The new building will house the Fox and Educational Exchanges. The building is strictly fire-proof, in every respect adhering closely to city regulations and the regulations of the Safety Committee of the Denver Film Board of Trade.

The local Universal force of Denver is increasing very rapidly. Chuck Lounsbury, exploitation manager, is the proud father of a new arrival. Sam Cain, salesman, is also the proud father of a new baby girl which arrived two days ago.

B. M. Shooker, owner and man-

ager of the Shooker Film Exchanges of Denver, is in Philadelphia on a combined vacation and business trip. He made the trip by auto and was accompanied by J. J. Goodstein, owner of the Palm Theatre of Pueblo.

Ken Maynard, popular First National western star, was one of Denver's honored guests last week. Mr. Maynard, accompanied by his wife, arrived in Denver on his first wedding anniversary. He was met at the train by several members of the local First National organization and the party celebrated the occasion in a fitting way.

Jack Hurschman, well known salesman in the Denver territory, has returned to accept his old position with United Artists as sales representative in the New Mexico and southern territory.

## New England

HARRY CRULL, formerly in charge of the Keith interests in Providence, R.I., has resigned and has gone with the Butterfield Circuit in Michigan.

Harry Brown, manager of Associated Exhibitors Exchange in Boston, spent the greater part of last week in New York at the home office.

The Howard Theatre, Boston, reopened this week after being closed for redecorating during the summer. A feature, news, vaudeville and burlesque policy will be in vogue.

Firemen's Hall at Ogunquit, Me., has closed indefinitely.

Joseph Sully, operator at Pathe Exchange, is spending two weeks' vacation at his former home, Newport, R.I.

John L. Mahan is the new city salesman for Producers in Boston. He was formerly with the Philadelphia Exchange of the same company.

The Comique Theatre, Salem, Mass., is closed for alterations. The house will be entirely reseat and redecorated, a new theatre front will be built and new toilets installed. When the playhouse reopens it will play a split week, with change of program twice weekly and will continue a straight picture policy. Jake Albert is manager.

Joseph Morenzi, manager of the Plaza Theatre, Salem, is vacationing for two weeks at Hyannis and other Cape Cod points.

The old New Park Theatre property in Worcester, Mass., is being remodeled for business purposes, a big department store will occupy most of the building.

Fred B. Murphy has named his new theatre at Chestnut and Maple streets, Quincy, the Quincy-Strand. Orders have been placed for his marquee and electric sign and the opening will be within the next three to four weeks.

The annual Kiddies Nights of the Strand Theatre, Woburn, were

held Wednesday and Thursday nights, the entire proceeds going to the municipal playground fund for the benefit of the youngsters.

A new theatre to contain 2,800 seats is to be erected at Atlantic and Bell avenues, Stamford, Conn., for Clarence A. Cohen. The property has been leased for 99 years to Stone Stores, Inc., by the owners, A. W. Bell and Gertrude B. Lockwood.

Raymond W. Coburn, for many years leader of the orchestra at the Empire Theatre, Portland, Me., has resigned to become leader of the orchestra at Greeley's Colonial Theatre in Portland. On the eve of his departure, fellow workers and staff at the Empire presented him with a Masonic ring.

The Empire Theatre at Salem, Mass., which has been closed for nearly a year and which formerly played stock, may be reopened late this fall as a motion picture house.

The Waldorf Theatre at Waltham, Mass., which has been closed for the greater part of the summer, reopened Monday, August 23, for the season. It has been entirely refurnished, renovated and improved. The policy will also be changed with one feature, news and five acts of vaudeville.

Forris W. Norris and associates, of Cambridge, Mass., have bought the Elm Arch Inn at Falmouth, Mass., and have moved the old inn to the back of the lot, facing a side street. On the front lot, in the very heart of the business section, they contemplate the erection of a motion picture theatre.

Many New England exhibitors have been in New York to attend the Vitaphone performances. Others who could not get to New York are eagerly looking for the announcement of its premiere in Boston, the date of which has not yet been set by Warner Brothers.

E. B. Connolly, two-reel comedy salesman for Pathe, is in Groton, Mass., for a two weeks' vacation. Head Shipper J. O'Hara, of Pathe,

is at his old home in Fitchburg, Mass., for two weeks.

Harry P. Smith, booker at Warner Brothers Exchange, Boston, is back at his desk after two weeks' vacation at Bridgeton, Me.

Repairs after the fire damage at the Waltham Theatre, Waltham, Mass., are being rapidly completed and it is expected that the theatre will reopen within three weeks. David Brandt is booking pictures for the latter part of September for the house.

T. J. Donaldson, formerly manager of the accessory service department at Famous Players, has joined the sales force of Metro-Goldwyn-Mayer Exchange, Boston.

Some thirty managers, salesmen and exhibitors of Boston formed a deep-sea fishing trip Saturday, sailing forth from York Beach, Me., and returning in time for a monster clam bake arranged by members of Film Row who are numbered among the York Beach summer colony. They were guests over the week-end at the beach.

The sales force of Independent Films, Inc., from the Boston Exchange, under the direction of Sam Moscow, is conducting a series of intensive sales drives. The entire sales force is working together in restricted territory each week instead of spreading over their usual territory.

Fox Exchange, Boston, has appointed two assistant bookers to Booker Sam Berg. Miss Elaine E. Liberman, who was assistant booker for Fox at Albany and later secretary to M. N. Wolf, manager of Metro-Goldwyn-Mayer, is one of the new assistants, and Miss Catherine Clegg, who has been with the Fox organization in Boston for some time, is promoted to a similar position.

Max Magovsky, poster salesman at the Pathe Exchange, Boston, is passing out Havanais in honor of the arrival of a daughter at his home.

Keith's Theatre, Lowell, Mass.,

reopened Monday of this week, August 23, after having been closed during the summer, during which time the playhouse was redecorated. Ben Pickett continues as manager. The theatre changes its policy with the reopening by playing a split week program with two changes of pictures weekly. Vaudeville is also presented.

Work is being pushed forward on the new Danvers Theatre in Danvers, Mass., which will replace the one destroyed by fire in the early summer. Manager Brown had hoped to occupy it the early part of September, but it may be a month later before it is ready. Meanwhile, the programs are being given in the Peabody Institute Hall, a few blocks distant.

Webster Pike, one of the veteran operators of New England, now with Warner Brothers, returns this week from a vacation and convention trip to Virginia.

## Des Moines

VISITORS in Movie Row the last week were the Booth brothers, of Belle Plaine and Nebraska City, Nebraska. Bob Booth will have charge of the theatre at Belle Plaine, beginning the first of the month.

Grossman, of Nevada, was a visitor, also Tom Brown, of Iowa City.

T. A. Waller, owner of the Lyric Theatre, at Osceola, has purchased from M. Younglass the Majestic Theatre, at Jefferson and the theatre at Scranton. Mr. Younglass has gone to the Coast, where he is in business with Buck Jones.

F. C. Anderson, who has been cashier for the Pathe Exchange, is taking a year's leave of absence. He will spend the coming year in the South with his family.

The Pathe Exchange has a new salesman, Mr. Klingaman.





## South East



THE Charlotte Film Board of Trade Entertainment Committee has arranged for a picnic in which all employees of all the film exchanges will participate, on Saturday, September 4. There will be great rivalry, as they have organized two ball teams for this occasion. This will be one of the biggest outings that the film industry has ever witnessed in Charlotte, as the entire sixteen exchanges and all employees will participate.

U. K. Rice, of the Colonial Theatre, Winston-Salem, N.C., was a Charlotte visitor recently.

W. E. Stewart, manager of the Pastime Theatre, Concord, N.C., is in Charlotte attending the meeting of the Arbitration Board, of which he is an exhibitor member.

The new theatre which is being built for Publix Theatres on Tryon Street, Charlotte, has been delayed considerably on account of the contractors having struck quicksand and they have been un-

able to get a solid base for their foundation.

James A. Reynolds, general manager and owner of the South-eastern Amusement Company, having a chain of theatres in South Carolina, was a Charlotte visitor, arranging bookings for the coming season.

George F. Lenehan, district manager and Mr. L. F. Ribnitsky, district representative of Producers & Distributors Corporation, are spending several days in the North Carolina territory.

G. F. Miller, of the Hickory Amusement Company, Hickory, N.C., was along Film Row this week.

E. M. Adams, salesman for the local Paramount Exchanges, was married Sunday to Miss Alma Elizabeth Edwards, daughter of S. W. Edwards, at Wilson, N.C. The marriage took place at the home of Mr. and Mrs. Rudolph Mason.

B. W. Bradford, owner of the

Majestic Theatre, Fort Mills, S.C., and the Imperial Theatre, Rock Hill, S.C., was a Charlotte visitor on Monday.

A. C. Peeler, who recently took over the Universal Theatre at Lenoir, paid Film Row a visit the past week.

Raleigh T. Goode, manager of the local Associated Exhibitors Exchange, spent several days the past week in New York, where he was called for conference.

O. E. Underwood was in town Tuesday purchasing equipment for a theatre in Roseboro, N.C. The Southern Theatre Equipment office equipped his booth with Powers Projectors.

Claude Ezell, district manager of Warner Brothers, spent a few days in Charlotte the past week.

If you want to see a crowd in a theatre all you have to do is to visit the Strand Theatre, Charlotte, of which Roy Williford is manager. He is certainly packing

them in these hot days. This house is amply equipped with one of the finest cooling systems in the South.

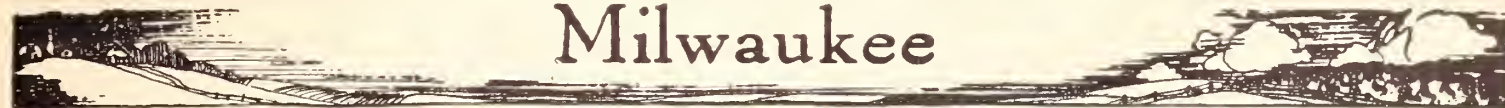
Fred Pollock, manager of the Metro-Goldwyn-Mayer office, was called to New York for a special sales conference.

E. L. Beam, of the Princess Theatre, Shelby, N.C., was in Charlotte the past week.

William Conn, manager of F. B. O., and his sales force and booker have been called to a sales conference in New Orleans. We understand the offices in the South-eastern division will attend this conference.

Rich Keller, salesman for Progress Pictures, was married several days ago to Miss Dora Faye Waldrop, of Asheville, N.C., and they will make their home in Charlotte.

C. H. Weeks, district manager of Liberty Film Exchange, is spending several days in the Charlotte exchange.



## Milwaukee

FRANK TROTTMAN, manager of the Gem, wins the title of Milwaukee's wanderer. He spent just enough time in Milwaukee after his 9,000-mile jaunt to the Coast to greet his friends, and is off again on another trip. The lure of the road this time leads him to Wisconsin's wonderful north, where he plans to spend four delightful weeks. We expect him back with fish stories aplenty, and maybe some fish.

Fox Films have added two new salesmen to their staff recently. C. Vidor, formerly with Pathe, Chicago, is now traveling south-western Wisconsin for Fox, and L. R. Nelson is traveling northern territory. Mr. Nelson was formerly with First National Chicago office.

Cecil Mayberry, district manager for Producers, spent several days in the Milwaukee office. He is on his way to Minneapolis.

Steve Dorsey, manager of the Star Theatre, Racine, spent a few hours along Film Row this week.

Ray Schultz, booker at the Educational offices, left on his vacation to be gone for a week.

Robert Winick is now associated with First National, traveling through Michigan peninsula.

Joe Rhodes who formerly managed a house in Kenosha, and who is an ex-official of M. P. T. O. of Wisconsin, has accepted the invitation of M. P. T. O. and will be here to greet his many friends at the annual convention.

Ed. Michaelson has acquired the Opera House at Evansville, Wis. Mrs. George McGee is the former owner.

Nat Mintz, representing Winkler Productions, spent a few days in Milwaukee in the interest of his company.

P. Waterbury, manager of the Idle Hour Jefferson, was a Milwaukee visitor.

E. Accola, of the Bonham Thea-

tre of Prairie du Sac and of the Majestic of Mazomanie, spent a few hours at the local distributing offices.

News has reached Milwaukee that Eli Whitney Collins, president of M. P. T. O. of America, will be here for the convention.

H. Drake, booking manager in the Chicago exchange of P. D. C., stopped in at the Milwaukee office on his way to Minneapolis where he is spending his vacation.

G. Conley, manager of the Majestic, Reedsburg, was a Milwaukee visitor this week.

Frank Fisher, of Fisher Theatres, Chicago, and Sam Miller, his booking manager, made a short visit here on their way north.

C. H. Loibel, manager of The Chimes, Cedarburg, was among out-of-town exhibitors in Milwaukee this week.

S. H. Abrams, manager of F. B. O., Milwaukee office, is making a trip through the Michigan territory and is also covering several key towns in Wisconsin.

Mrs. Celand, it has been announced, sold the Bijou Kaukauna, to Mr. Van Dyke who also owns the Vaudette at Kaukauna.

E. Gavin, formerly salesman of the Universal staff, is now traveling the territory for Producers, out of Milwaukee.

L. Lutz, manager of Fisher's Appleton Appleton, spent Saturday at Milwaukee.

Sam Shanin, special representative from Warners' home office, is spending a few weeks in the Milwaukee exchange.

Dan Kelliher, manager of the Princess of Elkhorn and the Majestic at Lake Geneva, visited Film Row recently.

I. P. Gruwell, formerly an exhibitor in Wisconsin Rapids, has resumed his old vocation as salesman and is now traveling for Paramount.

Fred Willatt, for several years

sale man for First National in the upper Michigan Peninsula, has joined Universal in the same territory.

Jack Silliman has returned after

a flying visit to New York for the reported purpose of consummating a deal with Universal for the purchase of his nine theatres in Milwaukee.

### TRAILERS SELL SEATS NATIONAL SCREEN SERVICE

THE  
**ONLY**  
TRAILER SERVICE  
WITH  
**ACTUAL**  
**SCENES**  
FROM THE NEGATIVE

Chicago, Ill.  
845 So. Wabash Ave.

New York City  
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Los Angeles, Cal.  
1912 So. Vermont Ave.





# Minneapolis



**FOX FILM CORPORATION** has been granted a permit for an exchange building in Des Moines to cost \$15,000. Offices will open there September 1.

Max Rivkin is selling Columbia Pictures in this territory for Friedman Film Corporation, Minneapolis.

Fox Film Corporation has taken on Fred Newton, of the First National Bank, Minneapolis, former president of the American Institute of Banking. He will sell Northern Minnesota.

Hall and Hall have opened the new Opera House at Readstown, Wis., for motion pictures.

Several films were destroyed by fire in the operator's booth at the Hedrick, Ia., theatre, owned by E. J. James.

H. N. Davics, of Spencer, Ia., will build a new theatre at Storm Lake.

A. H. Blank interests are completing the new Englert Theatre at Iowa City to replace one destroyed by fire.

Crockett Brown, of the Grand Theatre, Nashwauk, Minn., is on a vacation tour in the Tennessee Mountains.

The New Bijou at LaCrosse has been reopened by the Cooper Theatres Corporation on the same site as the old Bijou, the first theatre in the city.

Thomas Saxe, of Saxe Enterprises, announces that work on the new million-dollar Saxe Theatre at Madison, Wis., will begin September 1.

Work is under way on the new

Orpheum Theatre at Sioux City, Ia., which will be completed within a year at a cost of \$1,700,000.

Sandon & Ashley will increase their Minnesota chain of theatres to ten. They now operate theatres in Jackson, Blue Earth and Lakefield. Negotiations have already opened for other theatres, it is said.

E. Johnson, manager of the Stratford, Wis., Opera House, announces that it will reopen soon, after being closed all summer.

B. M. Elder, of Oxford, Wis., is reported to have closed his string of three theatres.

John Kaufman will reopen the Gayety Theatre, Ottawa, Ia., this week.

The Gold Seal Film Exchange has moved from the Loeb Arcade to 35 Western Avenue, Minneapolis. George Kopman is manager.

The Claremont, Minn., Theatre, closed by the fire marshal recently, will be opened soon after changes have been made to comply with the fire rules.

Riverview Amusement Park, at Des Moines, is being rebuilt after a \$22,000 fire.

Work is being rushed on the new Hotel Maytag Theatre, Newton, Ia. An early opening is planned.

Half a million dollars is to be spent for a theatre and business block at Waterloo, Ia., by the Orpheum Building Corporation. It will be the second largest house in the state.

The Casino Theatre, Glidden, Ia., has been renamed the Princess by

W. H. Smerdon, who recently purchased it from C. M. Corbin.

The Lakeville Theatre, Lakeville, Minn., is being redecorated and will be reopened this week by R. Shen, manager.

E. M. Stolurow has been named orchestra conductor for the Tower Theatre, St. Paul, and Frank Zdarsky has been named conductor at the Astor, by the Finkelstein & Ruben organization, operating these houses.

William Christensen, Racine, Wis., contractor, is building a new \$55,000 theatre there.

J. H. Kopecky has moved his projection machine from the Z. C. B. J. hall, at Clutier, Ia., to the new Community Hall and will show there every Sunday. He formerly operated twice a week.

Closing only two nights last week, M. R. Blair has redecorated the Regent Theatre, Cedar Rapids, Ia., at a cost of \$1,500.

Construction work has been started at Portage, Wis., on the new Fischer-Paramount Theatre. Residents of Berlin, Wis., have held up the financing of another Fischer house there until they are assured that the money for materials will be spent in the town.

Mannie Gottlieb, formerly of Minneapolis and lately Des Moines, branch manager for Universal, has been transferred to the larger field of the St. Louis office of that company. The new manager at Des Moines is George C. Naylor, of the sales staff.

Tom Kress, who resigned as

salesman for Film Booking Offices, Minneapolis branch, last week, has joined H. O. Mugridge, of Celebrated Film Company, Minneapolis.

Two new Wisconsin houses are planned by Miner Amusements Company: one at Rice Lake and one at Park Falls.

Roy Sheffler, from the Des Moines office of Film Booking Offices, and Frank Thayer, from the Paramount office, are new salesmen on the F. B. O. staff in Minneapolis. Sheffler takes the Wisconsin territory, while Thayer handles the key towns.

Max Weisfeldt, division manager, and M. J. Frisch, Minneapolis manager of F. B. O., made a flying trip to Stillwater, the Minnesota prison town, last week, but had no trouble getting back.

Among visitors on Minneapolis Film Row this week were: Lee Darling, of the Lyceum Theatre and Circuit, Kenmare, N.D.; Benny Berger, of the Strand and other theatres in Grand Forks, N.D.; H. W. Hulett, of the Movies Theatre, Albertville, Minn.; L. H. Madison, of the Royal at Cottonwood, Minn., and George Heslen, of the Electric at Osseo.

Hiram Abrams, President of United Artists Corporation, announced yesterday that he had appointed H. O. Martin as manager of the United Artists Minneapolis Exchange, under district manager T. Y. Henry.

Martin begins his duties this week.



# Salt Lake City



**ACCORDING** to report another new film exchange building is to be erected in Salt Lake City. It is understood that it will be located near the new film exchange building, which will soon be completely occupied.

Ralph Braser, traveling auditor for Paramount, has completed his audit of the local exchange and has left for the Coast.

Frank Hallow, of the Paramount Exchange, has returned to his duties after spending a two weeks' vacation in Denver.

Miss Mae Fox, of the Famous Players-Lasky Exchange, is also back from a two weeks' vacation. Mrs. A. H. Hudson, of this office, is vacationing in Portland, Oregon.

Ted Chesler, who owns the Princess and Gem theatres at Bingham, Utah, entertained a number of his film friends over the week end at his home.

Miss Ethel Hogan, organist at the Victory, has taken a two weeks' vacation trip to Yellowstone Park (Dame Rumor claims it to be a honeymoon?).

Neil Schettler, musical director at the Victory Theatre, is driving a recently-acquired Hudson coach.

Emmett Sorg, manager of the Paramount Theatre in Ogden, Utah, holds the honors of the

Louis Marcus enterprises by making a "Hole-in-One" at the golf course recently at the Ogden Country Club.

Mathew Aparton, Universal branch manager, is still out in the territory, as are the Universal salesmen out of this exchange.

J. E. Ryan is visiting this city in the interest of his Liberty Theatre at Brigham City, Utah.

Bert Martin, of Castle Gate, Utah, is among exhibitor visitors here this week.

Claude Hawkes is making a trip through Wyoming and Idaho out of the local Associated First National Exchange. Vete Stewart is covering the States of Idaho and Montana.

Dave Farquhar, local manager for Warner Brothers, is making the Idaho branch and will return sometime this week.

The Peery Brothers, owners of the Egyptian and Ogden theatres, at Ogden, Utah, are spending a few days in this city.

John Ashton, operating the Columbia Theatre at Provo, Utah, is lining up new business along Film Row this week.

Walter S. Rand, manager here for United Artists, left a few days ago for Montana, where he intends making all of the key cities. Milton Cohn, United Artists sales-

man, is in Montana making his regular trip throughout the entire territory.

Al O'Keefe, who has charge of the local Producers Distributing Corporation Exchange, is spending about two weeks in the Montana territory.

L. W. Weir, division manager for Producers Distributing Corporation, has just left here for the Northwest.

W. F. Tuckett, buyer for the Nibley Park Ward here, is booking this week for the remainder of the year.

Mick Salvarekis, of the Lyric Theatre at Price, Utah, is visiting Film Row this week.

James R. Keitz, manager of the local office for Columbia Exchanges, will leave within a few days for a two weeks' trip into the Idaho country. Miss Nina Scott, assistant manager at this exchange, has returned from her vacation.

George Smith, operating the Gem Theatre at Magna, Utah, is in this city conferring with local managers.

Mrs. J. B. Harrison, of the Mission Theatre, a neighborhood house in the suburbs of this city, is attending to her fall bookings this week.

Clyde H. Messinger left his

managerial desk at the Educational Exchange here for a swing through Southern Utah.

J. A. Epperson is expected to return the latter part of this week to his managerial duties at the local Pathe Exchange, from a fishing trip spent at Fish Lake, Utah.

Eddie Smyth, booker here for Pathe, leaves for his vacation this week.

C. F. Stringham, owner of the Colonial Theatre at Ogden, is attending to his bookings at the local film mart this week.

L. A. Davis, former branch manager for F. B. O. in this city, has resigned to accept an official position with Associated Exhibitors in this district, it is reported.

The local F. B. O. Exchange is now under the management of Fred Lind, who comes from Denver, where he has been associated with F. B. O.

L. R. Harris, formerly connected with Warner Brothers in the Denver territory, has been added to the Warner Brothers' sales force here, and will work in Southern Utah.

L. C. Wingham, local manager for Metro-Goldwyn-Mayer, is leaving for the Montana territory within a few days.





## Chicago



A NUMBER of Great States theatres which have been closed for improvements during the summer months will be opened within the next few days. The 1,500-seat Orpheum at Galesburg, Illinois, has been remodeled inside and out and a new refrigerating plant and large organ installed and when it opens will have a policy of three acts of vaudeville and pictures, two changes a week. A novelty in the redecorated house are the rest rooms for men and women, which are fitted up as college fraternity rooms. Ed Toerpd is manager. At Joliet, the Princess Theatre closed Sunday night for remodeling and will be reopened in September with a new foyer, carpets and front, under a policy of big features for a week or more. The Orpheum will open on September 19th with a resident stock company and no pictures. At Quincy, the redecorated Washington Theatre will open in another week with vaudeville and pictures, and the Orpheum, which has operated throughout the summer, will close for minor changes. At Bloomington, the Majestic reopens on August 23rd with pictures and three acts of vaudeville, two changes a week. Plans have been made for a stock company which will divide its time between the Fox at Aurora and the Rialto at Elgin, each house running pictures and vaudeville half the week.

Al Bachman has returned from a vacation spent in Michigan and will leave the end of this week for Springfield, Mo., where he will open the new house for Universal Chain Theatres Corporation. The theatre, which is practically complete, is said to have cost \$300,000. Mr. Bachman has been located in Chicago as assistant manager and manager of the Randolph Theatre for the past three years and has a host of friends who are wishing him every success in his new position.

Assistant Manager J. R. McPherson, of the National Screen Company's Chicago office, accompanied by several of his friends, motored to Saugatuck, Michigan, where they will remain for about

two weeks. Manager H. C. Young also took a short trip to Saugatuck and stopped at Paw Paw Lake, en route to Chicago.

John Bobeng, of the Armitage Theatre, is on a two weeks' motor trip and will visit Minneapolis, Des Moines and other cities before returning to Chicago. Another prominent exhibitor who is about to motor northwest on a vacation trip is W. D. Burford, who expects to visit points in Canada before returning. He will be accompanied by Mrs. Burford.

Among Chicagoans planning to attend the Motion Picture Theatre Owners of Wisconsin Convention at the Wisconsin Hotel, Milwaukee, on August 25th and 26th, are business manager Jack Miller and office manager Bill Sweeney, of the Exhibitors Association of Chicago, and S. A. Ackerman, Jimmy Creighton, Harry Phillips, L. H. Mason, Fred Martin and others.

Manager Rittenberg, of the Keystone Theatre, has just returned from his honeymoon trip, which included visits to Toronto, Montreal, New York, Washington, Philadelphia and Atlantic City.

Among out-of-town exhibitors seen on Film Row this week were: Managing director Earl Cunningham, of Zaring's Egyptian Theatre, Minneapolis, who was in town on business and pleasure; Bennie Berger, of the Berger Amusement Company, Grand Forks, N.D., and Harry Weinberg, of the A. H. Blank Enterprises.

Harry Birch, of Birch Films, accompanied by his wife, enjoyed a motor trip through Michigan last week.

Assistant Sales Director Roy Alexander, of Universal, is back at his Chicago headquarters after a vacation trip.

George Bromley, well known Chicago theatre man, is now connected with Sears Amusement Company as manager of their new Grand Theatre at Mobile, Mo. The house will open about September 1st.

Lester Retchin, of Newell, Retchin & Schaak, owners of the Keystone, Howard, Adelphi, and Panorama theatres, has just re-

turned from Los Angeles, where he has been for the past six weeks.

A. Bartelstein, of the Annette Theatre, Cicero, Ill., will enter the ranks of the benedicks the end of August and is planning a prolonged honeymoon trip to California.

Paul Sander, F. B. O. exploiteer, is here in the interests of Red Grange's new picture and plans to work in Chicago and nearby cities for the next two months.

Steel is now well above ground for the Lincoln Square Theatre at Springfield, Ill. This theatre will divide honors with the Rubens Theatre at Joliet as the largest theatre outside of the metropolitan district in Chicago.

Lynch Theatres opened their handsome new Alamo Theatre at Chicago and Monticello avenues, on Wednesday evening and got away to a successful start. A large number of exchange men and exhibitors were present to congratulate the enterprising owners.

The Chateau Theatre, which was operated for ten years by Ascher Brothers, has recently been leased to Eddie Trinz and it is reported will be operated as a straight picture house with an admission price of 25 cents.

Headed by vice-president and general manager Jules Rubens, all the theatre managers of the Great States Theatres, Inc., attended the Central West Convention of Public Theatre Managers in Kansas City.

George Braddock, formerly manager of the Paris Theatre, Paris, Ill., is now manager at the Orpheum, Quincy.

Jack Hoeffler has been appointed general manager of the Great States Theatres, at Quincy, and manager of the Washington. His former partner, W. N. McConnell, is taking an extended vacation. Other changes in the Great States organization are the assignment of Emil Fields, formerly manager of the Lincoln Theatre in Sterling, to Elgin, as assistant general manager and exploiteer, Frank Goldquist taking his place at Sterling. Bill Elston, in charge of the personnel and service for the Great States, is now a benedick, having married

Alice Allen, popular Orpheum Circuit actress.

Ned Rafelski, manager of the Rogers, Magnolia, Oak and New Era theatres, is celebrating the arrival of a baby girl at his house.

Frank Schaefer, accompanied by his wife, has left for a four weeks' motor trip which will take him to Eastern Canada and Atlantic seaboard points. One place that occupies an important position on Mr. Schaefer's schedule is Atlantic City, where he expects to arrive in time for the big beauty contest.

The first of the new Ascher Bros.' theatres scheduled for fall opening gave its premiere performance August 26th, with a large crowd in attendance, including many film men and exhibitors.

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## Butte



MERRILL DENTON, booker for Columbia local exchange, has been promoted to sales-booker and is off on a trip, including Dillon in his itinerary. Last week he came home from a jaunt that took him to Deer Lodge.

Manager E. C. Shaffer is not letting the grass grow under his feet. His trip this week will take him to Miles City.

Frank Murphy, booker-manager for Famous Players' local office, has returned from Salt Lake, where he went to attend a four days' sales conference.

M. A. Dore, the energetic booker-manager for Universal, is at the helm this week, while Manager W. J. Heineman is in Billings.

C. R. Wade, local manager for P. D. C., spent the past week in Salt Lake in conference with Manager Al O'Keefe, of Salt Lake City.

J. J. Harrington is in Butte for a few days.

Percy Hurst, Western Division Manager for the Northwest ter-

ritory, who has been inspecting the Butte Columbia Exchange, has returned to Seattle.

Manager E. P. White, of the Strand Theatre at Livingston, has returned home with his celebrated "golf dog" after spending a few gappy days at Anaconda, attending the annual State Golf Tournament.

Vete Stewart, who is often in the Montana territory representing First National, has been transferred to the Idaho section for a few months.

"Bill" Calkins, formerly manager for the local Pathe Exchange, is now touring Montana for the Fox Corporation.

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## St. Louis



**MANNIE GOTTLIEB**, of Des Moines, Ia., is the new manager for Universal Pictures in St. Louis, succeeding Nicky Goldhammer, resigned.

**J. S. Wolf**, auditor for Producers Distributing Corporation, is here. He is on tour of the offices in the Central West.

The St. Louis Amusement Company has awarded the contract for its proposed \$1,000,000 theatre and apartment-store building at Hamilton and Easton avenues, to the Boaz-Kiel Construction Company. Construction will get under way at once. The new theatre was designed by Rapp & Rapp of Chicago, who also prepared plans for the Ambassador Theatre and office building, Seventh and Locust streets, which Skouras Brothers open on August 26.

The Bridge, Wellston, Newstead and Plaza theatres in St. Louis have been closed for repairs and redecorating prior to reopening for the fall season in September.

**Barney Rosenthal**, of Columbia Pictures, has returned from a trip through Eastern Missouri.

Visitors of the week included **Green Luttrell**, of Jacksonville, Ill., and **H. C. Tuttle**, of Desloge, Mo.

**Georgious Panagiotis Skouras**.

one of the Skouras Brothers, leading theatre owners of St. Louis, Mo., has filed an application at the naturalization offices in the Federal Building, St. Louis, for his final citizenship papers. He took out his first papers on May 17, 1924.

In his application Skouras gave his age as 33 years. He was born in Greece on April 23, 1893, and arrived in the United States on October 24, 1911. His application will be acted upon by United States Judge Davis at the November term of court.

Skouras is assistant secretary and treasurer of Skouras Brothers Enterprises.

The St. Louis Film Row is to lose its ornamental street lighting system. City Marshal **William E. Duffy**, of St. Louis, has notified the several property owners to remove the twenty-five street lamp standards located along the curbs.

From manager of a first-run theatre to an usher was the strange twist in the fortune of **Cullen Espy**, who will manage Skouras Brothers' \$5,500,000 Ambassador Theatre, which opens August 26.

Espy put in several weeks as an usher for leading theatres in Chicago with a view of obtaining first-hand information on the problems

of ushering, so that he can build up a courteous and efficient corps of ushers for the Ambassador.

The latest addition to the orchestra of the Ambassador Theatre, St. Louis, Mo., is **Joe Winters**, four years with the St. Louis Symphony Orchestra and for a similar period with **Gene Rodemich's** band.

As concert master and first violin **Winters** will be called upon to display his full knowledge of classical music, acquired with the Symphony, and his acquaintance with modern syncopation, learned under **Rodemich**.

**Edward Schilling**, of the Woodward Players, has been named manager of the Empress Theatre, St. Louis, to succeed **Edward L. Butler**, retired. Schilling has been associated with the Woodward Players since their opening season in St. Louis at the Garrick Theatre in 1922. Since 1923 he has been associate manager of the Empress. He has also been a Woodward Player as well, appearing in many parts of consequence in the many plays put on by this dramatic stock organization.

The St. Louis Police Department plans to produce a motion picture depicting the danger attending the daily routine of policemen. The picture will be produced with

the cooperation of the St. Louis office of the Metro-Goldwyn-Mayer Picture Corporation and will be shown at various theatres in St. Louis. The picture is designed to create sentiment for the State Police Pension Fund to be presented to the voters of the State at the November elections.

The St. Louis film colony was grieved to learn of the death in Minneapolis, Minn., on Friday, August 20, of the mother of **Nicky Goldhammer**, manager of the St. Louis office of Universal Pictures. Goldhammer departed for Minneapolis on Saturday, August 21.

**Jack O'Toole**, of Minneapolis, Minn., on Monday, August 23, took over the management of sales in the office of Producers Distributing Corporation. **Arthur La Plant**, who had been acting branch manager, has been named assistant manager and will have charge of office details.

**C. D. Hill**, district manager for Producers Distributing Corporation, is in St. Louis and will spend several days in this territory.

**Nicky Goldhammer** has resigned as manager of the local Universal office to take over the management of Warner Brothers here. He succeeds **Eddie Alpersen**, who goes to Kansas City, Mo.



## Cleveland



**THE Cleveland Motion Picture Exhibitors Association** has called a general meeting of its members for Tuesday, August 24, at the Hotel Statler.

**Carl Son'n**, Metro-Goldwyn-Mayer district representative out of the home office, has been appointed manager of the M.-G.-M. Cincinnati branch.

**John Kalafat** opened his Five Points Theatre, Cleveland, last Saturday for the season. The house has been closed for several weeks for renovation. New carpets have been laid, new paint has been generously spread, and \$5,000 worth of new attachments have been added to the originally installed Barton organ.

**Ed Wheeler**, formerly motion picture editor of *The Times*, is in charge of publicity for Martin

**Printz' Circle Theatre**. **Wheeler** is also handling the publicity for the Standard Film Service Company.

**Nat Charnas**, general manager of a string of theatres in Toledo, has all the luck. Last week he won a Ford car. Bought a few chances which were being sold for a benefit and walked off with the prize. Now all he needs is a steady traveling companion with whom to share the Ford.

**A. M. Goodman** has been appointed manager of the Standard Film Service Exchange in Detroit. He was formerly Pittsburgh manager for Standard Film and he succeeds **Bob Rowan**, who died recently.

Born: to Mr. and Mrs. **Arthur Engelbert**, Tuesday, August 17, a daughter, **Genevieve**. This item

is of general interest, as **Art Engelbert** is head of the booking department of the Cleveland P. D. C. office and Mrs. Engelbert, formerly **Genevieve Richmond**, was secretary to the local Universal exchange manager prior to her marriage.

**George W. Weeks**, general manager of distribution for Paramount, passed through here last Saturday on his way to the West Coast. He was met at the station by a delegation from the Cleveland exchange, including district manager **Harry Dodge** and exchange manager **E. H. Brauer**.

The local Pathe Exchange is undergoing the hardship of vacations. **Frank DeNoll**, covering the central portion of the state, just returned in time to say good-bye to **M. J. Glick**, covering the

Youngstown territory, who has left for an eastern trip. **Henry Laws** is also among the recently returned members of the organization. In the meantime Exchange Manager **Oscar Ruby** has closed with the Loew's Ohio theatres for all of the Hal Roach and all of the Mack Sennett comedy product for the year.

**F. H. Blakely**, who was in charge of the Paramount department of the Morgan Lithograph Company, has been transferred to New York and **Miss L. W. Durgetto** succeeds him.

**George W. Erdmann**, who resigned as manager of the local P. D. C. Exchange because of poor health, is traveling through the Adirondacks by motor car. He will take a rest of several months before going back into business.



## Omaha



**JOHN J. (Jimmy) Rogers**, manager of the Enterprise Distributing Corporation, just made a trip to all the key towns in Iowa. **Alvera Roslund**, stenographer for **Leo Chapman**, booker for the Pathe Film Exchange, is spending her vacation at Osceola, Neb.

**Bill Strickland**, booker for the Liberty Film Exchange, is spending

his vacation at a lake in South Dakota.

**Dave Sullivan**, traveling auditor for Warner Brothers, is spending a week here going over the books.

**Maud Carville**, cashier at Pathe Exchange, will leave on her vacation August 14 to be spent in Minneapolis and the Minnesota lakes.

**Regina Mulseed**, assistant booker at Liberty Film Exchange, has just returned from her vacation.

**H. L. Lefholtz**, manager for the Liberty Film Exchange, is back from a ten-day trip through Iowa and reports business fine.

**Miss Clara Olson**, formerly cashier at Liberty Film Exchange, has resigned, and **Miss Helen**

**Whitmore**, former assistant, has taken her place.

**Esther Schwartz**, stenographer for Enterprise Distributing Corporation, spent two weeks on a vacation in St. Louis.

**Miss Estelle Maquire**, former stenographer for the Liberty office, has been named assistant cashier.





## Detroit



THE Michigan, as this latest amusement enterprise of the John H. Kunsky and Balaban & Katz organization is known, is scheduled to open Monday evening, August 23. It is to seat 5,000 people, of which 2,000 are on the balcony. It is said that this theatre has the largest stage switchboard in America. More than 6,000 circuits are operated through it.

Eduard Werner, who has been conducting the orchestra at the Capitol since it has opened, will be at the New Michigan pit.

Lincoln Square Theatre leased to Publix. It was understood officially that this house passes over to the Publix the 1st of January. It will be handled by the Kunsky Enterprises, as Balaban & Katz and Kunsky are now together so far as any new Detroit theatres are concerned. It will probably result in making the Lincoln Square a first-run neighbor house.

Henry S. Koppin, who now operates 23 houses in Detroit, announces the purchase of the property on Union Street and Penniman Avenue, Plymouth, Mich. Work will start shortly on a new 2,200-seat house. Mr. Koppin also announces that he will build a new theatre in Redford, Mich.

Starting September 1st, some of the Henry S. Koppin theatres will add vaudeville, making a combination policy of pictures and vaudeville. These are the Garden and Irving, at Brightmoor. It is likely that the Uptown Theatre, which opens in the fall, will play vaudeville and pictures also. And the East Jefferson will continue playing pictures exclusively, as it has proved successful all summer.

The Olympic Theatre, on Michigan Avenue, is being completely renovated and new equipment added.

William Fox is to build a new house on Woodward Avenue near Columbia Avenue. It is to be even larger than the New Michigan; it will seat 5,200. In connection with the theatre there will be a 20-story office building. The new house will be ready to open in about September, 1927. The total cost will be about \$7,500,000.

Fred Shafer has arrived at the Henry S. Koppin office to become

personal representative for Koppin.

Frank Howard and Sam Nathanson, city salesmen for Producers Distributing Corporation, left for Cleveland Monday night to attend a banquet given by Robert C. Cotton, district manager. This invitation was extended to the salesmen who have made the best showing on sales in Mr. Cotton's territory. Manager Henry Zapp and Abe Chapman also attended the banquet from the Detroit branch.

George F. Koppin's new theatre, The Embassy, is proving to be a great success. Although this little house seats only 250 and has a twenty-five-cent admission, Koppin has added a small orchestra to give the house real class. It is attended mostly by ladies, as the women shoppers who have a few hours to spare find this theatre to be the ideal place to spend their spare time.

S. K. Decker, who has been associated with James M. Minter for the last four years, has resigned to take over the booker's job with Producers Distributing Corporation. He succeeds Abe Chapman, who has been promoted as special representative for this district. Mr. Chapman is to make Cleveland his headquarters.

Harlan Starr, manager for Educational, has left for the northern part of the State. He will motor all the way and make his annual call on the exhibitors along the lakes. He will be back at the office Saturday.

Detroit Exchange of First National has landed on top in the summer contest for new business. Everybody, from Manager Fred North down to the inspectors, will receive an extra week's salary.

Fred Delodder, who controls a number of houses in Detroit, says that his new East End Theatre will be ready by September. It will seat 1,000 people.

Henry Zapp, manager of Producers Distributing Corporation, says that over 80 Detroit theatres have contracted for the new 1927 product.

Miss Jean Dewey, private secretary to Manager Henry Zapp, of Producers Distributing Corporation, has just returned from a two weeks' vacation. Although she

has procured a nice coat of tan, she said that she had a wonderful time bathing and fishing up in the North.

The International News Weekly is to have its runs at the New Michigan Theatre. Every week the Universal Company will send a print to Detroit by aeroplane, so as to get here by Saturday to give the orchestra time to cue the picture.

H. F. Drew has sold his theatre in Grand Ledge to Z. E. Gooding.

Denny Vane, who recently took back the Tibbets Opera House from Nick Papas, will spend about \$25,000 in remodeling the house. The remodeling is to include a new main floor and balcony in addition to a new lobby.

Joe Partell, a Detroit exhibitor, is having a wonderful time in Madrid, Spain. He writes that Madrid has beautiful streets and buildings. While in Madrid he witnessed a bull fight, and says he enjoyed it very much. Probably Joe will try to stage one at his theatre when he returns.

George Cambrill has been appointed one of the 13 exploiters by W. H. Rudolph, supervising director of Fox Films Exploitation Department. Cambrill will be responsible for all of Michigan. Another man to be appointed is Chas. W. Nebel, who is very well known around Detroit's theatrical circle. Nebel, however, has not informed us as to what territory he will cover.

W. C. Buchmeyer, formerly with Metro-Goldwyn-Mayer, has been appointed division manager over Detroit, Cleveland, and Cincinnati for Fox Film Company. He is expected to make his first official visit here during the week of August 23, when he will be duly installed by James R. Granger, Fox General Sales Manager.

F. O. Peters, formerly with Famous Players, has joined the sales force of the Fox Film Company. He will cover the Grand Rapids territory.

Luther E. Goble, resident manager of the Keith Albee circuit of theatres, has announced that the Keith Albee interests have acquired a large lot in Highland Park for their new theatre. It will be built at Woodward Avenue and the Six

Mile Road and will accommodate approximately 3,200 people. It will be furnished and decorated under the personal supervision of E. F. Albee. It is expected that the new house will be in operation by November.

Sam Nathanson, city salesman for P. D. C., has returned from a week's work on the road. Sam says that business was very good while he was out.

J. E. Peters, formerly connected with the sales force of P. D. C., was in the Film Building Saturday, and said that he is now selling water heaters.

The Monroe Theatre at Monroe, Mich., has been closed by the Fire Commissioner on account of the projection booth. However, the management has informed that the house will be equipped with a new booth and that everything will be O.K. in four days.

All of the Pathe employees have returned from their vacations. They are all pepped up and are going strong for the Scott Billing Contest, which lasts nine weeks. The Detroit branch is now in second place—more power to them.

Miss Eva Bunk, for five years connected with Pathe as billing clerk, has just returned from her vacation with a large diamond ring and has announced her engagement. All the boys are wondering who the lucky man is, as Eva is silent on who he is. Congratulations, Miss Bunk.

Harry Long, the local manager of the Broadway Strand Theatre, has just returned from Pittsburgh, where he had a special conference with J. A. Carrier, general manager of theatres for Universal. Long has announced that he will be later assigned to one of Universal's big houses in the East. The Broadway Strand has been considered one of the biggest moneymakers and owing to the fact that the Kunsky Enterprises has bought Universal's product for first-run, this house is now being transacted for sale with a local theatre circuit.

George Koppin takes over the Broadway Strand Theatre from Universal September 4th. At present Koppin intends to continue the present policy, which is first-run pictures, until further notice.



## Buffalo



SHEA'S Court Street Theatre opens Monday, August 30, with big-time Keith vaudeville. Shea's Hippodrome also is now offering vaudeville and pictures and with much success.

Gene Markens, Pathe salesman, is responsible for the following outburst, to be sung to the tune of "Thanks for the Buggy Ride."

Read it and weep:  
"We rode right up the hill,  
Right into Gloversville,  
And we arrived right on time,  
Don't care to spend the night,  
Just hope you'll treat us right,  
Buy all our film at the prices we ask you,

Know that you won't refuse to buy the Pathe News,

Sennetts and Roach brands as well,  
We're here to sell,  
For that's our vocation.

Pete thinks we're here just to spend our vacation,

Sign on the dotted line,  
Thank you, Mr. Schine,  
We've had a wonderful time.

And that's why Gene is a film salesman!

Contracts will be awarded within a few days for the erection of a new theatre in New Castle, Pa., to be known as "The Castle," according to Edward E. Henry, hotel proprietor. The plans call for a seating capacity of 1,800. Motion

pictures and vaudeville will be the policy.

Syd Samson, manager of Bond Photoplay Corporation, has just returned from a statewide business trip, including Rochester. To celebrate his homecoming he took Herk Webster out to lunch last Saturday—only Herk paid the bill.

It was a dark week in Buffalo during the week just passed. At the Buffalo was the team of Sissle & Blake; at the Hippodrome, Fletcher Henderson and his colored orchestra, and at the Palace, a colored musical show.

The new Paramount Exchange in North Franklin Street is nearing completion and promises to be one

of the finest in the country. It will be beautifully furnished and completely equipped.

Louise Glaum, vampire of other days in screenland, was in Buffalo at Loew's State the past week, appearing in person. A shopping tour was one of the exploitation stunts.

George Beban, himself, and company of 27 stars, on the stage and on the screen, in "The Loves of Ricardo," is the attraction this week at Shea's Buffalo. Beban is a prime favorite in Buffalo and it is expected that a new attendance record will be set up by this attraction, which is touring the Publix chain.





## Kansas City



THE Kansas censorship seal on films no longer will bear the legend, "Kansas Grows the Best Wheat in the World." The sunflower, however, will remain a fixture on the seal. The original wheat boost was ordered put on by Governor Jonathan Davis. The use of the legend resulted in the requests of other industries and other activities of similar mention on the seal and it was found impossible to grant all such requests.

The "boys" were talking the other night in the office of the Newman Theatre, Kansas City, of Friday the 13th.

"I'm not superstitious," said Bruce Fowler, manager, "but I was married August 13, 1913, just 13 years ago. Tonight I fell and stumbled downstairs and sprained my left leg and thumb."

William Jacobs, publicity director of the theatre, smiled tolerantly. Later he rode home on a bus. Stepping off hurriedly at Meyer and Brookside boulevards, he fell and fractured a right ankle bone.

"Then I happened to remember," said Jacobs, "I married five years and eight months ago, the figures totalling thirteen—and there are thirteen letters in my name."

The Newman Theatre was chosen as the site of entertainment for city officials by City Manager H. F. McElroy, of Kansas City. The celebration, which was of the line party variety, was in observation of McElroy's sixty-first birthday.

The St. John Theatre, Kansas City suburban house, was sold this week by Mrs. Daisy G. Wilson to Mrs. Scott M. Hubbard, both of Kansas City, for \$30,000. The sale of the theatre did not carry with it the operating control, since it

was sold subject to an existing lease.

For twenty-six years there has been a face in the box office of the Orpheum Theatre, Kansas City, familiar to all theatre-goers. That face will not be there next year—the face of Leon A. Keller, who left the Orpheum last fall when it closed to seek other fields. The new face will be that of John D. Woolworth, formerly of Lincoln, Neb., and South Bend, Ind.

Not long ago Adolph Eisner, former president of the M. P. T. O., Kansas City, and now in charge of the booking of Universal theatres in the Kansas City territory, purchased a set of golf clubs, bag and all, the objective being to lose part of a rotund waistline under the steaming showers of some golf club. Thus far the clubs never have dug into turf, but they have been active to the extent of one broken lamp, a badly scarred parlor chair and forty-one new gray hairs in the head of Mrs. Eisner. But Adolph's a golfer, play or no play.

Among the out-of-town exhibitors in the Kansas City territory this week were: J. A. Jefferies, Manhattan, Kas.; Walter Wallace, Orpheum, Leavenworth, Kas.; S. A. Wilhoit, Jefferson, Springfield, Mo.; G. L. Hooper, Hooper & Jencks, Topeka, Kas.; C. M. Pattee, Pattee Theatre, Lawrence, Kas.; Glenn W. Dickinson, Dickinson Circuit, Lawrence, Kas.

The Bancroft Theatre, Forty-third and Troost avenues, Kansas City, has been sold by T. S. Wilson to A. E. Elliott, formerly of Independence, Mo. G. Siebens has purchased the half interest of his partner, E. E. Weber, in the Broadmour Theatre, suburban house of Kansas City. Frank

Whittam, formerly manager of the Strand Theatre, has been named manager of the Bagdad Theatre, a Kansas City suburban house.

M. A. Levy, Fox branch manager at Kansas City, has been transferred to the Omaha exchange, being succeeded in Kansas City by John Nolan, special representative for Fox.

Bob Gary, former Universal exploitation hustler, has accepted a similar position with Fox in Kansas City.

A. A. Renfro, Pathe city salesman, is in charge of the Kansas City branch during the absence of F. W. Gebhardt, branch manager, who is vacationing in Ohio.

The film and theatre accounts of the Bruce-Stewart Transfer Company have been purchased by the Exhibitors' Film Delivery and Service Company of Kansas City, the latter also having added a truck service to Topeka, Kas.

T. W. Edwards, Pathe representative, is back on the job after spending a vacation in Idaho.

C. L. Hickman, formerly with F. B. O. in St. Louis, is covering Kansas for Pathe now, while H. A. Gregory, of the latter company, has resigned.

S. J. Hankin, St. Louis Educational branch manager, was a visitor in Kansas City, being the guest of C. A. Jones, Kansas City Educational branch manager.

"Gib" Jones, Metro-Goldwyn-Mayer booker, had nothing to say other than that he fell in the lake and frightened all the fish away, concerning his fishing trip of last week.

Jimmy Lambert, Metro-Goldwyn-Mayer representative, was forced to submit to an operation which lost him the use of his left eye.

Russell Borg, assistant Educational branch manager, will leave next week for a vacation in Minnesota.

C. D. Struble, president of the Yale Theatre Supply Company, Kansas City, returned from a prosperous trip into the territory.

The Universal branch is busily engaged in working on a Laemmle Surprise Celebration for the week of October 16.

Miss Nertha Dubinsky, of the Paramount Exchange, will be Mrs. Harry J. Katz ere another week goes by.

Leo J. McCarthy, Milwaukee First National branch manager and formerly of Kansas City, was a Kansas City branch manager.

Ben Blotcky, Paramount branch manager, has returned to his desk after having been confined to his bed because of illness.

Paul Miracle is the latest addition to the United Artists' sales force.

Homer Gill, of the A. H. Blank theatres in Des Moines, Iowa, was another Kansas City visitor.

Miss Marion Jacobs, of the United Artists' home office, is installing a new accounting system in the Kansas City branch this week.

The opening of the new Jayhawk Theatre of Topeka, Kas., was a gala affair Monday night. Many exhibitors of Kansas City attended the opening of the \$500,000 house, which will be operated by G. L. Hooper and Maurice Jencks of Topeka. An elaborate entertainment program was arranged for visiting exhibitors.

The headquarters of Capitol Enterprises has been moved from Nineteenth and Main streets to the ninth floor of the Davidson Building, Seventeenth and Main streets, Kansas City.



## Texas



GREATER Movie Season Ball went over with a bang, according to Sam Abrama, chairman of the local committee. Five hundred dollars in cash and theatre tickets were awarded for costumes and dancing contests. Two orchestras played until 2:30 a.m.

Al Lever will leave in a short time for New Orleans, where he will visit the home office of Saenger

Amusement Co. Mr. Lever has been manager of the Isis Theatre for the past two seasons and his host of friends wish him well in his new field. It is understood that he will take charge of the Saenger theatres in Dallas, Tex.

Work on the Paramount Theatre, located in the Kirby Building, is well under way. This is the

second theatre being erected for Paramount in Houston; a million dollar house is more than half completed at Main and Lamar streets.

Wm. Horwitz has returned from New Orleans, where he attended a business session.

H. Silverberg, owner of the Crown, Folly and Olympia thea-

tres, is out of town on a short business trip.

Morris Schulman, manager of the Strand Theatre No. 1, is passing the cigars this week—it's a boy.

Harry Van Denmark has returned from Dallas, where he attended a district meeting of the Publix Theatre Company.



## Central Penn



THE New Rialto, the Royal and the National theatres, controlled by Isaac Marcus, in Harrisburg, have been placed under the management of his son, "Atlas" Marcus, a former Harrisburg Technical High School football star who also played on the University of Pennsylvania varsity eleven in 1924 and 1925.

Announcement is made of the arrival of a baby boy in the home of Mr. and Mrs. Louis J. Appell, in York. Mr. Appell is associated with his father, Nathan Appell, in the control of the Appell Amusement Enterprises, which operate half a dozen York theatres.

Peter Magaro, veteran motion

picture exhibitor, of Harrisburg, returned home from a European trip on the *Leviathan*, on August 16.

The new Marr & Colton organ in the Capitol Theatre, Reading, was formally dedicated on the evening of Sunday, August 1, when the Piccadilly Theatre, New York

there was a recital on the organ and a screen showing. It was an invitation affair at which about 1,000 persons were present, and no admittance charged. The Capitol, a Wilmer & Vincent house, has placed the new organ in the hands of Charles Gotschalk, formerly of City.





# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



## Gala Opening of G.M.S. Held in Cleveland

*Theatres React Most Favorably to Mardi Gras Pageant; Planned as Annual Event*

THE Cleveland Greater Movie Season Mardi Gras and Pageant, which was held on Monday night, August 16th, under the general chairmanship of William R. Raynor, with the co-operation of John F. Royal, M. A. Malaney and Albert Kaufman was the biggest and most successful achievement ever attempted by exhibitors of this city.

Thirty-eight Cleveland motion picture theatres held popularity contests, starting August 1st. Each theatre gave a prize to its winner. Then each winner was entered into a city-wide contest, and the winner of the city contest was entered into the national contest.

The grand finale was a Mardi Gras and pageant staged Monday night, August 16th. Approximately a hundred floats were entered in the parade which started downtown at 8 P.M., proceeded out Euclid Avenue to East Fortieth Street, passed the reviewing stand specially erected at Euclid Avenue and East Thirtieth Street, and back downtown again. A committee of prominent Cleveland citizens not connected with the picture industry acted as judges.

The parade started with a police escort, followed by official cars carrying the committee. Boy Scouts were brought into town from the Boy Scout Reservation to escort the floats and to light them up with flares. Four bands, interspersed, supplied music. Louise Glaum, playing a week's engagement

at Loew's State Theatre, headed the Mardi Gras parade. Floats representing the various theatres, both downtown and neighborhood, followed. These theatre floats constituted the first part of the parade, which was done in four sections.

The second section was the independent division, and was composed of privately owned decorated automobiles carrying beautiful girls. Then followed floats of different merchants and floats of the motion picture distributors. Among the exchange floats in the line-up were Paramount, F. B.



*M. A. Malaney, publicity manager for Loew's Ohio Theatres and a big factor in the success of the Cleveland Movie Mardi Gras. Malaney placed over ten million words and five hundred photographs in the local papers*



*Billie Waterman, 16-year-old Cleveland school girl who won 1st prize as Miss. Keith's Palace in Cleveland's Movie Beauty Contest*

O., Pathe, Educational, Columbia, and Fischer Film companies.

It is roughly estimated that 150,000 people lined both ends of Euclid Avenue to East Fortieth Street to watch the demonstration. Traffic was completely stopped for one hour on this main thoroughfare.

William Raynor, manager of Reade's Hippodrome, was general chairman of the committee of arrangements. John F. Royal, manager of Keith's Palace, was chairman of the Parade Committee. Albert Kaufman was brought in from Detroit to stage the popularity contests and to handle the campaign and M. A. Malaney, publicity manager for Loew's Ohio Theatres, was in charge of publicity. In this capacity Malaney secured more newspaper advertising space than has ever been accorded any other campaign in Cleveland. More than ten mil-

lion words of publicity appeared in the local newspapers in every language in which newspapers are printed, namely, English, German, Italian and Hebrew. Malaney also placed 500 photos in the newspapers, in addition to rotogravure pictures in supplements.

Miss Billie Waterman, 16 years old, of 1280 East 143rd Street, Cleveland, entered as Miss Keith's Palace Theatre, was accorded first prize in the local Beauty Contest by the judges after two hours of deliberation. Miss Waterman, a high-school girl, was presented with a Whippet Overland sedan.

Margaret Catlin, 17, of 3135 West 86th Street, entered as Miss Loew's Stillman in a float covered with autumn leaves, and herself clad in a chiffon costume of autumn colors, won second prize—a diamond and sapphire bracelet.

Rena Van Cammell, 19, 3118 Lorain Avenue, appearing as Miss Lorain-Fulton, was given third prize—a fur scarf.

The second section of the parade, consisting of privately decorated cars, was judged separately. First winner, Miss Myrtle Allen, 17, of 4164 East 110th Street, also received a Whippet Overland sedan.

The publicity, the parade and the contests gave the industry a tremendous impetus and every motion picture theatre felt the reaction last week by marked increased business, although it was very warm and natural conditions were unfavorable.

Because of the success of this enterprise, plans are now being made to make it an annual feature.

Movies of the parade were shown in all local theatres and Miss Waterman, first-prize winner and Cleveland contribution to the national contest, appeared personally at several of the leading theatres.



*Albert Kaufman, who came down from Detroit to stage the popularity contests at Cleveland*



# Publix Signs Whiteman for 4 Months

## *Opens Engagement at Metropolitan, in Los Angeles*

PAUL WHITEMAN and his band, in fulfillment of their contract with the Publix Theatres Corporation, recently negotiated through the William Morris Agency, will open a four months' tour of the leading Publix theatres of the United States at the Metropolitan Theatre, Los Angeles, on September 18. After four weeks in Los Angeles they will go to San Francisco for two weeks. The schedule then calls for a jump across the continent to Boston, where Whiteman will be the main attraction for a week at the Metropolitan Theatre. The itinerary from there on includes Buffalo, Detroit, Chicago, St. Louis, Kansas City, Dallas and Atlanta before the company returns for a New York engagement. With the exception of Chicago, where the schedule calls for three weeks, the musicians will remain in each city for one week.

### *Precludes Other Contracts*

Mr. Whiteman's contract with the Publix Theatres Corporation precludes any other engagements of the jazz maestro and his men, either in concert or for dancing parties, for a period of approximately a year and a half. This does not mean, however, that the dance lovers of the cities to be visited on the coming tour will be deprived of an opportunity to dance to the magic Whiteman music, for the Publix Theatres Corporation plans that in each city visited a mammoth ball will be given for the benefit of a local charity.

Whiteman and his band, under the terms of the present contract, constitute the biggest stage attraction ever to tour the motion picture theatres of America. The band will consist of thirty-two musicians and will travel in two Pullman cars with an extra car required for the scenery and baggage. In addition to the musicians the personnel of the organization will consist of a complete stage crew, business and press representatives and a piano tuner to take care of the two concert grand pianos which will be carried on the tour. The staff will also include two advance men. The company will carry its own complete electrical equipment, together with three sets of scenery and a wardrobe consisting of four changes of costumes.



FRONTIER ATMOSPHERE

The photo above shows the setting used at the St. Francis Theatre, San Francisco, for the prologue staged there for Universal's "The Flaming Frontier." A vocal rendition of "Pale Moon" was featured

## Clever Tie-Up with Reform Campaign Exploits "Monte Carlo"

FRANK HASSETT, manager of the Camden Theatre, Parkersburg, W. Va., capitalized the fact that a vice clean-up campaign was being waged by a new reform mayor to exploit his showing of "Monte Carlo."

Hassett secured an empty store room, whitened the windows and put in a show card reading, "On Sept. 1st these premises will be occupied by the Parkersburg 'Monte Carlo' Club. Roulette, faro, klondyke and all modern games of chance, including bets on horse races throughout the country. Charter membership list (no initiation fee)

now open. No one admitted except in formal dress."

After two thousand membership cards, with a blank line for the member's name, had been distributed, the card in the window was changed. The new card reading, "Owing to police intervention the Parkersburg 'Monte Carlo' Club will not open here as previously announced. Watch newspapers for further particulars."

An advertisement was then inserted in the newspapers, "The Parkersburg 'Monte Carlo' Club will not open as previously advertised, but anyone who wants to see how a club like this is conducted can do so by attending the Camden Theatre."

### The MANAGER'S OFFICE

WILLIAM A. HAYNES is now managing director of the Lafayette Square Theatre in Buffalo. He succeeds Fred M. Shafer. Haynes was formerly manager of the Fox Theatre in Philadelphia.

LAWRENCE WAGNER, formerly assistant manager of the Capitol at Des Moines, has been appointed manager of the Rialto Theatre, Fort Dodge. T. W. Towner, former manager of the A. H. Blank house, resigned the position recently.

A. H. FRIESE, one of the veteran exhibitors of Wisconsin, who has made his home in St. Augustine, Fla., for the past five months, has been appointed manager of the Orpheum Theatre there. The Orpheum is a Universal house operating under the supervision of R. S. Campbell.

EDWARD A. SMITH recently was installed as manager of the Granada, San Francisco, by Edward B. Baron, general manager of Publix Theatres in that city. Smith succeeds Nat Holt, who resigned to become part owner of the Wigwam Theatre.

J. WM. HOUCK has been appointed manager of Saxe's State in Racine, Wis., to succeed Walter League.

## Winnipeg Manager Opens School of Music

C. A. Schanfele, manager of the Lyceum Theatre, Winnipeg, one of the three local houses in the Manitoba Capital controlled by Canadian Universal, has announced the opening of a special conservatory of music on the third floor of the Birks Building by the Lyceum Theatre. One of the purposes of this conservatory is to rehearse the special musical arrangements for coming film attractions and it is also intended as a place of rehearsal for local musical attractions and for the development of new artists. Manager Schanfele has decided to make every possible use of good music as an inviting feature of Lyceum programs this coming season.

## Shubert's Boston Opera May Become Movie House

Rumor is current that the Boston Opera House, under long lease to the Shuberts, may be added to the motion picture houses during the coming winter. The theatre is one of the largest in Boston with the largest stage in the city and would make an excellent place for presentations in connection with picture programs.

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### Peter Egan's Definition of "A Good Theatre"

**PETE EGAN**, manager of the Capitol Theatre, Regina, Sask., has published what he believes to be the definition of "A Good Theatre". It reads:

"A good theatre is something more than a playhouse where good pictures are exhibited. It is a place where good people go to have a good time together. It is a business institution with a good influence upon the community, serving a good purpose by making a good time possible at a moderate price.

"Good equipment, good music and good intentions are essential to the maintenance of the Capitol Theatre or any other good theatre. Good patronage is just one of the rewards. Good friends are a more important one."

### "Discovery Night" Boosts Cleveland Theatres

Discovery Night has proved so successful at Loew's State theatre, Cleveland, O., that it has been adopted at the Liberty and Doan theatres as well. The policy was introduced last season at the State on Thursday nights. It boosted business to such an extent that Thursday, which was the poorest night in the week, became the best night of the week. It was found that good talent was revealed. In fact, several of the acts submitted on Discovery Nights, have been given professional contracts. It was also found that these stunts did not deteriorate the atmosphere of the theatre. All acts were carefully selected and interest in them was great. They will be continued at the State on Thursday nights. And at the Liberty on Tuesday nights, and at the Doan on Wednesday nights.

### Singing Club Successful at Reading Strand

A singing club composed of boys and girls who live in the vicinity of the Strand picture theatre, Reading, has been formed by the theatre management, and it is under the direction of Miss Grace E. Faust. The Strand is one of the chain of ten Reading theatres now controlled by the Franklin Theatre Company of which Ben Amsterdam and Louis Korson are the controlling figures. The boys and girls sing every Saturday afternoon at the theatre performance and naturally they attract a lot of their friends and relatives to hear them each week.

### Goldstein Managers Give "Advertising Talks"

At the monthly meeting of all of the managers of the Goldstein Brothers Circuit, held at the Broadway Theatre, Springfield, Mass., Bill Erb and Frank Shea of Famous Players and Milton Hill, head of the new Service Department for Metro-Goldwyn-Mayer, gave talks on "Advertising." A discussion of the Fall policy of all the houses and other matters was held and the session closed with a dinner at Hotel Highland, Springfield.



Harry Somerville, manager of the Vivian Theatre, Daytona, Fla., entertained the children who paraded in the community's summer festival, "The Halifax Frolics" thereby giving his house an important place in an event which enlisted the interest of the entire population of the town

## Manager's Activities in Civic Affairs Promote Interests of Theatre

**A**S a means of reaching the ideal of all theatre men in the smaller cities and towns—that of making the theatre a real community institution identified with the civic activities of the town—Harry Somerville, manager of the Vivian, Florida and Crystal theatres in Daytona Beach, Florida, actively interests himself in the movements organized to promote the welfare of the community.

Somerville, as a result of the prominent part he has played in a number of these community activities, recently was elected chairman of the Convention Bureau of the Chamber of Commerce of Daytona Beach. His selection for the post automatically placed him among the eight most influential business men of the town. The committee which he heads is entrusted with promotional work. As a result of the first efforts of the body, a convention of the Florida Bakers' Association will be held at Daytona Beach—an event which will bring to the town more than a thousand visitors.

The manager's association with these community events has the direct result of giving his theatres a prominent place among the outstanding institutions of Daytona Beach. His connection with several organizations there further contributes to the position he holds as one of the town's leading citizens and the confidence and good will thus engendered associates itself with the amusement centers over which he presides.

Frequently he has opportunity to bring the theatres directly into connection with the civic events of Daytona Beach. The recent summer festival, "The Halifax Frolics," offers a case in point. This festival had the support of the most influential people in the town and it captured the interest of all classes.

One of the features of the festival was a pageant in which children participated. Somerville arranged to have these children

as his guests at the Vivian Theatre at a special performance. They went to the theatre in their costumes and the theatre party therefore became one of the most important events of the pageant.

Somerville has officiated in other local affairs. He has been an earnest worker in every movement for the benefit of the town and its residents, and as a result he has earned the gratitude and the high respect of the people of Daytona Beach.

### Cleveland Circle Opens Its Fall Season

The Circle theatre opens its fall season on August 21st. At this time the house policy will include Pantages vaudeville and first run feature pictures. Martin Printz continues as managing director. During the summer, the Circle has been playing revivals, changing daily. Last season the Circle theatre belonged to Warner Brothers and was operated as a combination vaudeville and picture house. The contract with Warner Brothers expires the end of August. It was not renewed, so the house reverts back to Printz and his associates.

### Claims He "Discovered" Reserved Seats

**RAY KERREDGE**, of the Kerredge Theatre, Hancock, Mich., one of the pioneer showmen of the country, was a Milwaukee visitor this week. The claim to "discovery" of the idea of being the first theatre to reserve seats, made by certain interests in the east, is disputed by Mr. Kerredge. For the past fifteen years he has been running the Kerredge on a reserved seat basis and the theatre is famous throughout the upper Michigan peninsula for the high type of entertainment and the unusually fine management.

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# Clean Film Makes Clear Pictures

## Lack of Proper Cleansing Equipment Largely Responsible for Blurred Presentations, Says Film Depot Executive

By Trevor Faulkner

In Charge of Film Depot, Famous Players-Lasky Corporation

(Paper presented before the Society of Motion Picture Engineers)

**I**N connection with a department of my firm which is concerned with the distribution of positive film, I have been interested since very early days in the production of an efficient film-cleaning machine. The machine which I am about to describe to you has been installed after much experiment and is one which very satisfactorily cleans and revitalizes dirty film.

That film should become soiled is in the nature of things. In practically all cases the projection booth is in the most remote part of the theatre, where it is seldom under the care of a janitor or porter, and in too many cases is hardly ever inspected by the manager. This means the periodical accumulation of dust and dirt till the operator is forced to have a "house cleaning." It is seldom that you will find the floor of a booth free from grit and oil, which is most harmful if the film has to be "spilled" to secure uninterrupted screen presentation during a minor accident.

### Constant Flow of Dust

Again, on account of the booth being at the highest point of a theatre, and usually with an exhaust fan in it, most of the dust that arises from the constant stir of patronage is drawn into the booth and necessarily through the port holes in front of the projection machines. So much for the conditions supplying dirt.

Now let us consider our stock or ware and its handling. When positive film is first released, it is more sensitive to damage than when older, and consequently more care must be used in its handling. Regardless of any prior waxing the film may have had, to prevent this probable damage the

"operator" often applies oil to the film. Then, there have been cases known where the unfortunate film runs through a continuous bath of lubricating oil. In one make of a projection machine, when the projector is tilted to fit the angle at which the light rays must be thrown to reach the screen, there is a receptacle created at the base of the mechanism that is capable of receiving and holding a sufficient amount of drainage oil to give a long lower loop a steady bath. Sometimes the film gets a constant spray or sprinkle of oil through a worn intermittent bearing. It is also customary for the operator to have a pan placed on the floor under the projector to catch the oil drip from the mechanism, and often this pan, with more or less oil in it, will also catch the ends of the film as the operator is either threading up the machine or is taking the film out of the lower magazine. You can rightfully place the blame for oil on film to one or all of these conditions, for in no other way does film ever come in contact with oil.

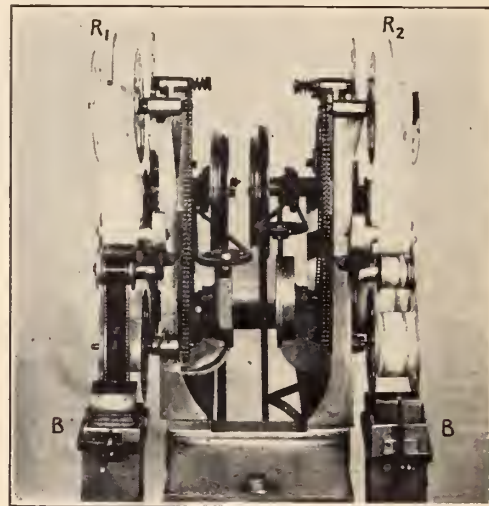
Motion picture film in its rapid passage through the machine may become charged by friction with static electricity which will enable it to attract and attach any dust in its vicinity. Consequently when the doors of an enclosed projector are opened or when the film is "spilled" it becomes plentifully coated with lint and dirt which it annexes permanently if there is any oil to act as a cement. Further passages through the projector rolls the mixture in until a very objectional layer coats both emulsion and base.

### Wash Fluids

The projectionist is quite aware that a fine sparkling picture can only be produced from clean film; nevertheless, in too many cases the presentation is marred because he has no equipment for securing this cleanliness.

In considering cleaning machines, we have had in mind the importance of the wash fluid which is actually to do the work. It must be non-inflammable, give off no explosive or poisonous gases, and be free from any acids or alkalis that might attack the silver image, and furthermore it must be cheap. We have been fortunate enough to secure such a solution and are using it daily in our department with very satisfactory results.

At this stage we were able to enlist the co-operation of the manufacturer then making the best machine on the market. He agreed over an extended period to exploit certain of our ideas and make any changes necessary to carry them out. We are pleased to say that the experiments have resulted in a cleaning machine which really does the required work quickly and inexpensively. We find that our operators can clean twelve to fifteen reels an hour. As they come off the machine, they are handed to the inspector, the reel bands are



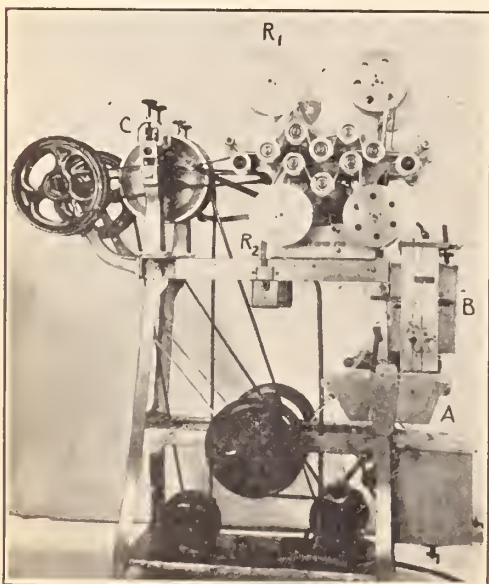
The film passes through flannel strips fed from reels R-1 and R-2 and are slowly driven in an opposite direction

placed in position, and the work is ready to be placed in the vaults. The output is thus about one hundred reels a day per unit.

Figures 1 and 2 show the actual machine, which is made by the Dworsky Film Machine Corporation. The film is first passed through a bath of the wash solution, contained in a trough A, about eight inches being submerged at a time. Felt brushes submerged in the liquid brush both sides of the film. The film then travels up through a series of four rubber wipers at B, suspended on a spring suspension at the same angle, which wipe the film very much in the manner that a window cleaning "squeegee" wipes the water from a freshly washed window pane. The film then passes between flannel strips fed from reels R1 and R2 and slowly driven in an opposite direction to that in which the film is traveling. The points of contact with these strips are arranged at offsetting points, so that the tension of the film is sufficient to polish it thoroughly on both sides. The film then passes through two rubber rollers at C, which simply pull the film through the machine. The film is then wound on a reel by an automatic take-up similar to the take-up on the lower magazine of a projection machine. The entire operation requires about 4½ minutes to the thousand-foot reel of film.

### Filters Help

The solution tank holds approximately one quart of the cleaning fluid, which is drained off into a filter after every seventh or eighth reel. After passing through the filter, the fluid can be used as often as it is thoroughly filtered and freed from the dirt that it carries after it has cleaned the seven or eight reels. By actual measurements, this filter from a day's work of



Mr. Faulkner's experiments with the Dworsky machine resulted in one which does the required work quickly and inexpensively



one hundred reels of film has caught 14 cubic inches of dirt.

I will repeat that the hopes of ultimately having available a satisfactory plant for cleaning film has been the goal toward which I have been striving for years. During these years of what you might classify as research there have been many machines considered and tested, many wash solutions analyzed, and every system with which we could come in contact investigated. Many of them have merit, and almost all of them offer in some manner a remedy for dirty film. In most instances, the plants that were investigated were operated by their owners as cleaning plants, and their business was confined to cleaning film and not to selling equipment for film cleaning. In such cases it meant the loss of time to transport film to and from our plant to theirs. This research work included a very careful study of various types of machines which were on the market and recommended for exchange use but which we found after a very careful analysis did not accomplish the result we desired.

In analyzing a machine, it is necessary to take into consideration the following pertinent factors:

First, in developing capacity, you must bear in mind the greater the speed of operation, the greater the possibilities of film damage. We have minimized damage by using large aluminum rollers with wide flanges to guide the film and by the elimination of sprockets. A gravity switch controls the motor so that, should the film break, the machine is stopped immediately. There are no buffs or fast rotating polishers to heat the film should it become stationary, and there are no sprocket teeth to injure it, or idler rollers to crease or mark it.

To summarize: We are now cleaning film, regardless of the amount of oil and dirt that there is on it, at the rate of a one thousand-foot reel in practically five minutes. Every inch of the one thousand-foot reel is entirely free from all oil and dirt, there has been no strain on the perforations in any manner, both sides of the film are polished, and this without shrinkage or damage to the tinting.

We may safely claim that film which has received such treatment is so smoothly polished on either side that, besides being clean and transparent, it is able to pass through the projector with the least possible friction and damage to itself.

### Booth Ent. Acquires Three More in Tennessee

E. M. Booth, president of Booth Enterprises, Greenville, Tenn., has announced that plans are being materialized for the building of new theatres in Greenville, Newport and Sweetwater, Tenn. Booth Enterprises already have theatres at these points and have recently taken over the Grand at Lenoir City and the Moneta at Sweetwater. Other houses in the chain are the Princess and Liberty at Greenville, Lyric at Jonesboro, Gay at Newport and Jefferson at Jefferson City.

Clyde S. Jones, who has been with Booth Enterprises for some time, has been appointed manager of the recently purchased houses at Lenoir City and Sweetwater. He was recently manager of the Jefferson City theatre. Hugh Thomas has been named as booker for the circuit.

### Boller Brothers Active in St. Johnsbury, Vt., Palace Almost Complete

Boller Brothers, Kansas City architects, are actively engaged in two theatre projects in New Mexico. During the latter part of August they will open bids for the construction of a Class A house seating 1400 at Albuquerque, and at Santa Fe they are planning a complete alteration of the Palace Theatre owned by Nathan Salaman.

### Washington House Buys New Equipment

Armour and Kyeek, operating the new motion picture theatre at Montesano, Wash., have purchased for their projection equipment two of the latest model Powers machines equipped with Powerlite arcs.

A recent communication from John and Andrew Tegu of St. Johnsbury, Vt., states that citizens of that Vermont community are anxiously awaiting the opening of the new Palace, the premiere being scheduled for October 15.

According to Andrew Tegu, the new theatre will surpass any in the state. The auditorium is 100 feet long by 55 feet wide and the depth of the stage is 25 feet with an opening of 30 x 20. The lobby and vestibule is 85 feet in length by 17 feet wide and the front of the house is finished with cast stone. An expensive Robert Morton organ and the most comfortable type of chairs are being installed. Andrew Tegu will manage the Palace.



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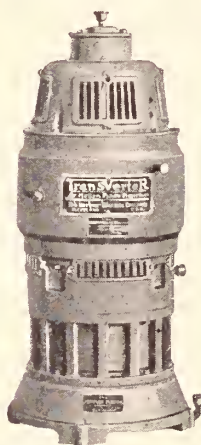
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## Outlay of \$100,000 for Improvements on Proctor's Troy Theatre

IT is expected that Proctor's Theatre, on Fourth Street, now closed for repairs, will be re-opened the second week in September. It was thought that the work which was begun the 17th of July, would be finished by Labor Day, but this does not seem possible now. The improvements which are being made will cost approximately \$100,000 and are the first of any magnitude that have been undertaken since the opening of the theatre in 1915.

The walls and ceiling of the lobby have been redecorated and the wood has been "remahoganized." The interior of the theatre is a mass of scaffolding arranged so that each workman has plenty of space in which to work. Foremen who specialize in the erection of scaffolding, attended to this part of the work. An idea of the amount of lumber used for this purpose can be gained from the statement that it required an entire barge to bring the scaffolding to this city from New York.

The walls of the theatre will be white with gold tracings. The whole interior will be decorated in a color scheme of white and gold. The old draperies will be replaced by new ones in soft gray and vivid old rose. Three beautiful crystal chandeliers will be suspended from the ceiling. These fixtures will be on a windlass, so that they can be raised or lowered by a person standing on the floor. New carpets, mirrors and panels will be put in the ladies' dressing and retiring room.

About forty or fifty seats are being removed on the east and west sides of the

main floor, near the stage, to make room for two more boxes which are to be built on a line with the orchestra floor. The new Wurlitzer organ will be installed in the front of the theatre, directly over the boxes. This organ is one of the most up-to-date instruments available. The cost of installing it is about \$30,000. The orchestra pit is being rearranged so that the entrance and exit to it is in the middle of the stage. Under the old arrangement the members of the orchestra had to traverse the entire length of the pit to reach the exit. The new arrangement will eliminate the confusion of entering and leaving and will also give additional space when it is necessary to have an augmented orchestra.

One of the features of the work and really quite a task in itself, is the rerigging of the stage. This part of the improvement may not be appreciated by the average theatre-goer, but it will be welcomed by those who handle the scenery. Under the old system of scenery shifting two men remained on the floor of the stage while another pair climbed to the top of the stage. The latter two were forced to perform stunts worthy of trapeze performers while the scenery was moved. The new system, which is called the Clark counterweight system, eliminates this because all scenery can be shifted from the floor of the stage. A new vacuum system for cleaning the rugs will be installed on the stage also.

The theatre, when re-opened, will present a charming and artistic interior to its patrons.

## Fox's New Savoy, Brooklyn, to Hold Premiere During August

WILLIAM FOX will dedicate a monumental edifice of amusement when he officially opens his new and most magnificent Savoy Theatre on Bedford Avenue at Lincoln Place, Brooklyn, the latter part of this month devoted exclusively to

the proper presentation of the highest class of screen productions interwoven with vaudeville of the better grade, together with comedy subjects, Fox News Events, Cartoons, Educational features and many other cinema innovations.

The aggressiveness, vision and industry of William Fox has made possible for the amusement loving public of that borough, one of the most modern, pretentious, luxurious and most completely equipped theatre of the present day. This latest addition to the extensive chain of Fox playhouses will take a position of eminence among the marvels of the super theatre construction.

Especially thought and attention will be exerted to the comfort of its patrons. It will have a seating capacity of 2,500. The decorations and furnishings throughout the auditorium together with the blending and harmonizing of its beautiful lighting effects will create an atmosphere productive of relaxation of both mind and body.

The great Kimball Organ contains the full instrumentation of a symphony orchestra as well as a syncopation combination and will be under the control of a well-known organist of this circuit who will bring into use individually and collectively each and every instrument represented, weaving solos, counter melodies and accompaniments into a manner that its

tremendous appeal will prove a delight to music lovers of Brooklyn.

During the course of the current season, William Fox will present the screen version of many notable Broadway stage successes.

Under the personal supervision of General Manager John Zauf, elaborate preparations are now well under way for a gala and memorable premiere performance which will be attended by famous stage and screen stars, theatrical and motion picture producers and a number of prominent State and City officials.

## Karzas Starts Wrecking of Woodlawn Theatre

Andrew Karzas started the wrecking of the Woodlawn Theatre Building, 63rd and Woodlawn Avenue a week ahead of schedule. As previously announced, one of the largest theatres in the United States will rise on the site of the old house and additional property recently acquired by Mr. Karzas, which includes an entire block, fronting on 63rd Street and bounded by Maryland and Drexel avenues. The new building is to be twelve stories high and contain, in addition to the theatre, stores, offices and a five-hundred room hotel. C. Howard Crane and Charles H. Bettis are the designers of the new Woodlawn, which it is said, will contain 4500 seats and will have an area greater than Roxy's Theatre in New York City. The design is to be Persian. One of the impressive features of the house will be the grand entrance lobby, eighty feet high and two hundred and fifty feet long, flanked by columns of travertine marble eight feet in diameter. A separate foyer will be provided to take care of the exits. The offices of Mr. Karzas and the Woodlawn Theatre Company, have been removed from the Woodlawn Theatre, 855 E. 63rd Street to 32 W. Randolph Street. The new telephone number is Central 3274.

## Rebuilding Lyric Theatre Booneville, Mo.

The Lyric Theatre of Booneville, Mo., formerly of the Sears Circuit, and now a Universal house, is now undergoing extensive repairs, renovation and alteration. The entire floor elevation is being changed and steel girders being built in.

Also the house is to get new seats throughout, a new organ, new carpets and drapes and other improvements. The program of renovation will necessitate closing the house for several weeks. When it is reopened it will vie measurably with recently built theatres. The construction and redecorating work will total more than \$50,000.

## Announce Plans on Theatre at Crystal Lake

Specifications for the United Studio's new theatre at Crystal Lake, Ill., have been announced, according to W. E. Carson, the local realtor, who has been largely instrumental with bringing the enterprise to a head.

The cost of the building will be approximately \$200,000 and the design of the exterior and interior will be done in Spanish style architecture. In addition to a 1000-seat theatre, the building will house five stores and eleven suites of offices.



William Fox, president of Fox Films Corporation, will officially dedicate the opening of the new Savoy Theatre, Bedford Ave. and Lincoln Place, Brooklyn, when this fine playhouse opens its doors the latter part of August



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## Koletis Repairing Tivoli at Monmouth, Ill.

The Tivoli Theatre, at Monmouth, Ill., operated by John Koletis, is at present undergoing extensive repairs and the addition of several new items of up-to-date equipment such as a cooling system, new scenery and velvet curtains. Vaudeville will also be added to the program. Mr. Koletis also operates the Bijou at Monmouth.

## Perfect Projection First in This Theatre

B. H. TRUMBULL, owner and manager of the Liberty and new Palace theatres, in St. Petersburg, Fla., says, "When I built the Palace I figured first on having perfect projection, and then the comfort and entertainment of my patrons." So the motto of the Trumbull houses, "Perfect Picture Projection," is used in connection with all their advertising.

The picture published in this issue shows a corner of the projection room of the new Palace. The booth is constructed of steel and concrete and furnished with every practical form of ventilation. The battery of machines are shown, together with Cecil Fernandez, who is the supervisor of projection in this theatre as well as the Liberty and Euclid.

Besides the machines shown in the picture, the equipment includes a stereopticon, spotlight, and fireproof re-wind with film cabinet and stand. The Palace has been in operation about two months now and they are enjoying excellent patronage.

## Five Illinois Theatres Well Under Way

Although changes in building plans somewhat delayed the start on construction of Balaban & Katz' new theatre at Kankakee, Ill., part of an Illinois building program by B. & K. of five motion picture theatres, foundation work is now well under way.

The building, designed by Hooper and Jansch of Chicago, will seat 1200 to 1500 and will contain a number of novel features; one of them will be a parking room for baby carriages. The interior will be of antique finish.

Other Illinois cities where B. & K. are building houses are: Decatur, Joliet, Danville and Wankegan.

## Irvin to Spend \$40,000 On Bloomington House

According to an announcement by Clarence E. Irvin, who operates the Majestic Theatre at Bloomington, Ill., \$40,000 will be spent during the month of August in the way of improvements for the house. Heading the list is a new Barton organ said to be the largest in central Illinois. A Sturdevant cooling system and an entire new layout of scenery will also be included among the betterments. At present the house is being completely overhauled by decorators. The Majestic will reopen during the latter part of August.

## Ackerman & Harris Award S. F. Contracts

Ackerman & Harris, who have had plans prepared for the erection of a \$250,000 theatre on San Bruno Street, San Francisco, Cal., have announced the award of contracts for the immediate start of construction on the new project.



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# Projection

## Optics, Electricity, Practical Ideas & advice

### Inquiries and Comments

#### Generator Capacity for Mirror Arc



OME time ago we received an inquiry from Wm. R. Pattie, Frankfort, Ky., concerning the proper size generator to use with a reflector are outfit for use on a throw of 115-140 feet.

His letter is as follows:

"Dear Sir:

"Will you please advise me what amperage Hertner Transverter to purchase for supplying current to a new reflector are on a Powers Projector.

"I have already received some advice on this but am a little in doubt as to what my advisors claim is the proper size for this throw.

"I recently closed a deal whereby I take over the new \$250,000 (leased) Montgomery Theatre, in Spartanburg, S.C., which is very up to date and modern in every respect. This house has a seating capacity of 1,500.

"I would appreciate your advice on the Transverter."

#### Projection Distance Medium

A projection distance of 115-140 feet, Friend Pattie, is considered medium these days, so that a 20 ampere reflector are should provide all the screen illumination desired.

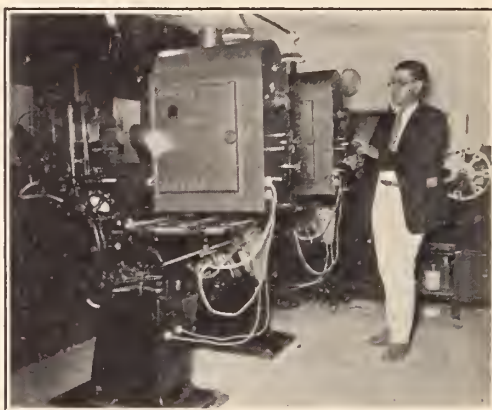
Hertner Transverters, for Mirror Arc service, are made in two sizes, double 20, and double 30. It is our recommendation that you use the double 20 since a reflector are operating at from 18-20 amperes will provide an intensity of approximately 10 foot candles on the screen at a distance of about 125 feet. This is ample for comfortable viewing of motion pictures, and indeed, an intensity of 7 or 8 foot candles would still be sufficient.

In view of this, we would advise the use of a double 20 Transverter and its operation at about 18 amperes. This would leave some slight reserve for stepping up the screen illumination in case it was deemed advisable.

Hertner Transverters, by the way, are designed to carry the arcs of both projectors in series without the use of a special ballast resistance for stabilization of the arc. This company lays claim to be the pioneer of this type of generator for motion picture projection, since they produced the first series machine early in 1915. It is now made in eight sizes designed for operation on any ordinary voltage, frequency and phase.

#### Series Versus Parallel Operation

There has been, and still is, for that matter, considerable argument as to whether



Cecil Fernandez, supervisor of projection at the Palace, Euclid and Liberty Theatres, St. Petersburg, Fla., looking over the equipment in the projection room of the Palace. Note the well laid out and roomy quarters. Mr. Fernandez is a member of the S. M. P. E.

a series generator or multiple generator is the proper thing to use for motion picture projection.

As far as the actual projection of motion picture is concerned, we believe that little can be said concerning the advantages which one form possesses over the other. Both give thoroughly satisfactory results, and this is attested to by the fact that no one type greatly predominates over the other.

There is a distinct difference, however, in the general flexibility of the two machines, since with the series type the *same current* flows through every device connected in the generator circuit, whereas with the multiple type each electrical device takes only the current necessary for the operation of that device.

Thus, if it was desired to use 50 amperes for movie projection supplied by a series type generator, then all auxiliary devices such as spot-flood lamps, Brenkert effect projector, etc., would also have to draw 50 amperes. With the multiple generator the projection arcs might take 50 amperes each, the spot lamp 40 amperes and the Brenkert effect projector, say, 35 amperes.

#### A Flexible Projector

Of course, it is not supposed that both picture projectors, spot lamps and Brenkert effect projectors would all be in operation at the same time and in this sense the above is merely intended as an example. It is, however, becoming common practice for superimposing appropriate cut-out projections on the titles of motion picture films, as for instance, a cut-out of a ship sailing the seas projected on top of the titles of a marine film.

Furthermore, the Brenkert projector is also designed for use as a spot-flood lamp, and a double-dissolving stereopticon. So it behooves the exhibitor and projectionist to consider this fact when choosing the generator.

In a nut-shell, the difference between the

series and multiple types of generators can be expressed as follows: When current is confined to the motion picture projectors or other apparatus of the same ampere capacity, the series type is claimed to be the most satisfactory machine to use, and where a number of electrical devices of differing current capacities are to be used, the multiple type is the only thing which will operate satisfactorily.

#### Mirror Arc Generators Available

As stated before, the Hertner Transverter is available in two principal sizes—a double 20, which has a range of from 10 to 20 amperes, and a double 30, which has a range of from 20 to 30 amperes.

The highest amperage which can be used in connection with a reflector are is just about 30 amperes, since it is uneconomical and, indeed, impracticable to use currents much in excess of this figure.

The operation of these generators is exactly the same as that of the older form of Transverter used with the condenser are and it is so designed that when one are is in operation the other can be struck, the projector started and the first projector stopped without the change-over being noticed on the screen.

As mentioned before, no ballast resistance is required with this form of generator (series) since the generator is self-correcting as far as proper are voltage is concerned. It generates only sufficient voltage to operate the arc.

The Transverter for reflector are service is the same, mechanically, as the standard sizes with the single exception that in the smaller sizes, a two bearing mounting is used. There is no difference whatever in the electrical design of the two classes of machines.

It is so designed and constructed that the current remains constant whether one are at, say, 55 volts is operating, or two are in series at 110 volts are working.

The Hertner control panel "A" is regularly supplied with these generators.

### Wehrenberg Announces New St. Louis House

A modern fireproof theatre building with stores and apartments adjoining will be built on Grand Boulevard between Maramee and Klock streets by Fred Wehrenberg, who now owns the Melba, Cherokee, Michigan, Ivory, Marguerite and Lidel Theatres in South St. Louis.

The theatre will occupy the rear part of the lot, covering a site 72 feet wide and 150 feet long and will include a full-sized stage, with dressing rooms, etc. The auditorium will seat 1,500 persons on the first floor and 750 in the balcony. There will be lounging spaces, a foyer and rest rooms for the accommodation of the public. Entrance will be on Grand Boulevard through an arcade.



# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highbinders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. E. Horton	Assoc. Exhib.	5786 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6967 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Rocque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H. B. Warner-L. Rich.	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant, The	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lilian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M	6755 feet	Jan. 23
Mlle. Modiste	Corinne Griffith	First National	6230 feet	May 15
Money Talks	Windsor-Moore	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O' Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M	5020 feet	
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National		Apr. 17
Hands Across the Border	Fred Thompson	F. B. O.	5357 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6778 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	419 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morganson's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7751 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6146 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4450 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman-Conklin	First National	7533 feet	May 22
Winning the Futurity	Landis-C. Horton	Chadwick	5400 feet	
Wise Guy, The	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Certain Young Man, A	Ramon Navarro	M-G-M		
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Lodge in the Wilderness	A. Stewart-E. Breeze	Tiffany	7000 feet	
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovey Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Ransom's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rolling Home	Reginald Dix	Universal	6993 feet	May 29
Say It Again	Richard Denning	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Special Cast	Fox	5594 feet	June 19
Trip to Chinatown	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Unknown Soldier, The	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Up In Mabel's Room	Bebe Daniels	Paramount	5467 feet	June 12
Volcano	Billy Sullivan	Rayart	5168 feet	
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Roque	Prod. Dist. Corp.	6612 feet	
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Cowboy Co. The	Tom Tyler	F. B. O.	4385 feet	Aug. 28
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31



Feature	Star	Distributed by	Length	Reviewed
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Hero of the Big Snobs, A	"Rin-Tin-Tin"	Warner	4745 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet	
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
Mismates	Kenyon Baxter	First National	6905 feet	Aug. 14
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M.	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Senor Daredevil	Ken Maynard	First National	6402 feet	July 17
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Speeding Venus, The	Priscilla Dean	P. D. C.	5560 feet	July 24
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24
Under Western Skies	Kerry-A. Cornwall	Universal	6352 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthelmess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.		
Devil's Gulch, The	Bob Custer	F. B. O.		
Devil's Island	Pauline Frederick	Chadwick	6 reels	Aug. 14
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloris Swanson	Paramount	6435 feet	
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Golden Web, The	H. Gordon-L. Rich	Lumas		
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Honeymoon Express, The	Irene Rich	Warner Bros.	6768 feet	
Her Man o' War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Into Her Kingdom	Corrine Griffith	First National	6446 feet	Aug. 21
It Must Be Love	Colleen Moore	First National		
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.		
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Mile a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	
Satan Town	Harry Carey	Pathe	6 reels	
Show Off, The	Ford Sterling	Paramount	6196 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lytell-Percy	Tiffany		

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Battling Butler	Buster Keaton	M-G-M	6970 feet	
Bells, The	L. Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions		
Devil Horse, The	Rex (Horse)	Pathe	6 reels	April 24
Devil's Master, The	G.O'Brien-J. Gaynor	Fox		
Diplomacy	Sweet-Hamilton-O. Moore	Paramount		
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib.		
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Fools of Fashion	Day-Von Elitz-Busch	Tiffany		
Forlorn River	Jack Holt	Paramount		
Going the Limit		F. B. O.		
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	6 reels	
Kosher Kitty Kelly	Viola Dana	F. B. O.		
Laddie	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Ladies First	Douglas MacLean	Paramount		
Lily, The	Belle Bennett	Fox		
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6400 feet	Aug. 21
Mere Nostrum	Special Cast	M-G-M-Ingram	11000 feet	Feb. 27
Marriage Clause, The	Bushman Dove	Universal	7680 feet	July 3
Marriage License	Alma Rubens	Fox		
Michael Strogoff	Ivan Mosjoukine	Universal	10 reels	
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	
Old Soak, The	Jean Hersholt	Universal		
One Minute to Play	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Paradise	M. Sills-B. Bronson	First National		
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Return of Peter Grimm	Alec B. Francis	Fox		
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas		
Sparrows	Mary Pickford	United Artists		
Strong Man, The	Harry Langdon	First National		
Subway Sadie	Mackaill-Mulhall	First National		
Take It From Me	Reginald Denny	Universal		
Temporary Sheriff, The	Dick Hatton	Rayart	4500 feet	
Temptress, The	Garbo-Moreno	M-G-M		
Texas Streak, The	Hoot Gibson	Universal		
Thirty Below Zero	Buck Jones	Fox		
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount		
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	

Feature	Star	Distributed by	Length	Reviewed
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox		
You Never Know Women	Florence Vidoe	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount		
College Days		Tiffany		
Country Beyond, The	Olive Borden	Fox		
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The		Lumas		
First Night, The	B. Lytell-D. Devore	Tiffany		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Great Gatsby, The	Baxter-Wilson	Paramount		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Married Alive	Livingston-M. Moore	Fox		
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Monkey Talks, The	Bellamy-Lowe-J. Trevor	Fox		
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Quarterback, The	Richard Dix	Paramount		
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Three Bad Men	Special Cast	Fox	8710 feet	Aug. 28
Waning Sex, The	Norma Shearer	M-G-M		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
Yellow Back, The	Fred Humes	Universal	4766 feet	
You'd Be Surprised	Raymond Griffith	Paramount		

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
Ice Flood, The	K. Harlan-V. Dana	Universal		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
King of the Pack		Lumas		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning		Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Rough Riders, The	Frank Hopper	Paramount		
There You Are	Nagel-Roberts	M-G-M		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		
Winning Wallop, The	Wm. Fairbanks	Lumas		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidoe	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	Esther Ralston	Paramount		
Money to Burn		Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal		
Red Mill, The	Marion Davies	M-G-M		
Sin Cargo		Tiffany		
Stranded in Paris	Bebe Daniels	Paramount		
Upstage	Norma Shearer	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Block Signal, The		Lumas		
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island		Tiffany		
Flaming Forest, The	Renee Adoree	M-G-M		
Flaming Timber		Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Man of the Forest	Jack Holt	Paramount		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Slide, Kelly, Slide		M-G-M		
Taxi Dancer, The		M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Butterflies in the Rain	Laura La Plante	Universal		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Little Journey, The	Haines-Windsor	M-G-M		
Mystery Club, The	Special Cast	Universal		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Frisco Sal	Special Cast	M-G-M		



Feature	Star	Distributed by	Length	Reviewed
Heroes of the Night	Marion Davies	Lumas	2 reels	
Song of Steel	Horton-Nixon	Tiffany	2 reels	
Tillie, the Toiler	Horton-Nixon	M-G-M	2 reels	
Taxi, Taxi	Norman Kerry	Universal	2 reels	
Tiger, The		Tiffany	2 reels	
Too Many Women		Universal	2 reels	

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Hank Mann	F. B. O.	2 reels	
Allice Be Good	Alice Day	Pathe	2 reels	July 31
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Well That Ends Well	A. Vaughn-L. Kent	F. B. O.	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	2 reels	
Balloon Tied	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mode	Jimmie Adams	Educational	2 reels	
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Colford	George Lewis	Universal	2 reels	
Big Business	George Lewis	Fox	2 reels	
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Bonehead Bobby	George Lewis	Universal	2 reels	
Breaking Records	Bobby Vernon	Educational	2 reels	May 8
Broken China	Charley Chase	Pathe	2 reels	
Bromo and Juliet	"Aesop Fables"	Pathe	1 reel	
Buggy Ride, A	"Aesop Fables"	Pathe	1 reel	May 29
Bumper Crop, The	Trimble-Turner	Universal	2 reels	
Buster Be Good	Trimble and Dog	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Day	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump	F. B. O.	F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
Clown, The	"Van Bibbers"	Fox	2 reels	
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Clay Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West	"Cartoon"	F. B. O.	1 reel	
Dinner Jest, The	Pathe	Pathe	2 reels	
Dippy Tar, A	Billy Dasley	Educational	2 reels	Mar. 20
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	
Dizzy Dancers	Fox	Fox	2 reels	
Dizzy Days	Bobby Ray	Rayart	2 reels	May 29
Don Key-So of a Burro	Holmes-Davidson	Pathe	2 reels	Aug. 21
Don't Be a Dummy	Arthur Lake	Universal	1 reel	
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22

Title	Star	Distributed by	Length	Reviewed
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 5
Felix the Cat in a Tale of Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in School Days	"Cartoon"	Educational	1 reel	May 27
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	
Felix the Cat Rings the Ringer	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Flight Night	Billy Bevan	Pathe	2 reels	May 15
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistical Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	July 3
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Bruish, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Tennek Film	2 reels	
Harem Knight, A			2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Girl Friend	Mack-Marion	Universal	2 reels	July 31
His Private Life	Lupino Lane	Educational	2 reels	June 12
His Taking Ways	Al St. John	Bischoff	2 reels	
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3
Hoboken to Hollywood		Pathe	2 reels	
Hold'er Sheriff	Cliff Bowes	Educational	1 reel	July 3
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honest Injun	Johnny Arthur	Educational	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels	
Honeymooning With Ma	Charles King	Universal	2 reels	June 5
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17
Howdy Judge	Bobby Ray	Rayart	2 reels	
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Hur Ben	Hank Mann	Sava Films	2 reels	
Hurricane, The	Alice Ardell	F. B. O.	2 reels	
Ice Cold Cocos	Billy Bevan	Pathe	2 reels	
Inventors, The	Fatty Layman	Sava Films	2 reels	
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels	
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1
Jane's Engagement Party	Wanda Wiley	Universal	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Universal	2 reels	
Jellyfish, The	Frank Pangham	Educational	2 reels	
Jerry the Giant	"Animal"	Fox	2 reels	July 10
Jolly Tars	Lloyd Hamilton	Educational	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel	Mar. 20
Keeping His Word	Charles King	Universal	2 reels	
Killed by Kindness	Fox	Fox	2 reels	
King of the Kitchen	Lige Conley	Educational	2 reels	
Kiss Papa	Lige Conley	Educational	2 reels	
Knight Out, A	"Aesop Fables"	Pathe	1 reel	
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel	
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel	
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel	
Lafayette Where Are We?	Shields-Arthur	Fox	2 reels	July 31
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14
Last Lap, The	George Lewis	Universal	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels	
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17
Light Houskeeping	Lige Conley	Educational	2 reels	Mar. 20
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12
Lookout Buster!	Trimble and Dog	Universal	2 reels	
Love's Hurdle	Charles King	Universal	2 reels	May 15
Love's Last Laugh	Pathe	Pathe	2 reels	
Love Sundae, A	Alice Day	Pathe	2 reels	



Title	Star	Distributed by	Length	Reviewed
Love Your Neighbor	Wise-McKay	Artclass	2 reels	
Love's Labor Lost	Neely Edwards	Universal	1 reel	
Lying Tamer, The	Barbara Luddy	Fox	2 reels	April 17
Madame Mystery	Bara-Finlayson	Pathe	2 reels	May 8
Mad Racer, The	"Van Bibber"	Fox	2 reels	
Making Good	George Lewis	Universal	2 reels	
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10
Married Widow, The	Eddie Gordon	Sava Films	2 reels	
Marry Month of May	"O. Henry"	Fox	2 reels	
Masked Mamas	"O. Henry"	Pathe	2 reels	
Masters of Arts	Lige Conley	Fox	2 reels	
Matrimony Blues	Lige Conley	Fox	2 reels	
McDougal Alley (Series)		F. B. O.	2 reels	
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels	
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31
Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17
Min's Away	"The Gumps"	Universal	2 reels	
Mixed Brides	Wanda Wiley	Universal	2 reels	
Mixed Doubles	Charles Puffy	Universal	1 reel	
Money Screams		Fox	2 reels	
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Motor Trouble	Charles King	Universal	2 reels	
Move Along	Lloyd Hamilton	Educational	2 reels	
Movie Madness	Edna Marian	Universal	2 reels	June 5
Movie Struck	Dorie Eaton	Cranfield & Clarke	2 reels	
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29
Mr. Wife	Neal Burns	Educational	2 reels	
Mum's the Word	Charles Chase	Pathe	2 reels	May 15
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5
Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooly	Universal	2 reels	
Newlyweds in Quarantine, The	Snookums-Clair-Dooly	Universal	2 reels	June 19
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels	
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24
North of 64	Sid Smith	Sava Films	2 reels	
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10
Not to Be Trusted	"Helen and Warren"	Fox	2 reels	
Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels	
One P. M.	Bobby Ray	Rayart	2 reels	
On the Jump	Al Alt	Rayart	2 reels	
On Thin Ice	"Mutt & Jeff"	Short Film Syn.	1 reel	Mar. 6
Open House	Johnny Arthur	Educational	2 reels	
Opry House Tonight	Arthur Lake	Universal	1 reel	July 31
Optimist, The	Charles Puffy	Universal	1 reel	May 22
Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
Over There	Al Joy	Universal	2 reels	
Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Papa's Mama	Arthur Lake	Universal	1 reel	
Papa's Pest	Burns-Steadman	Educational	2 reels	June 5
Pawnshop Politics	Luddy-Harris	Fox	2 reels	June 12
Pelican's Bill	"Cartoon"	F. B. O.	1 reel	
Perils of Petersburg, The	Alice Day	Pathe	2 reels	
Pests	"Aesop Fables"	Pathe	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Please Excuse Me	Charles King	Universal	2 reels	
Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Polar Baron, The	Gladys McConnell	Fox	2 reels	May 1
Prodigal Bridegroom, The		Pathe	2 reels	
Psyche and the Pyscraper	"O. Henry"	Fox	2 reels	June 5
Puppy Lovetime	Alice Day	Pathe	2 reels	Mar. 20
Quick Service	Cliff Bowes	Educational	1 reel	
Radio Mad	Lyndon-Dorety	Tennek Film	2 reels	
Raggedy Rose	Mabel Normand	Pathe	2 reels	
Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Rain and Shines	Al St. John	Bischoff	2 reels	
Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Relay, The	George Lewis	Universal	2 reels	
Reporter, The	"Van Bibbers"	Fox	2 reels	
Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Sailing Along	Al Alt	Rayart	2 reels	
Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Say It With Love	Edna Marian	Universal	2 reels	April 17
Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Second Hand Excuse, A	Charles King	Universal	2 reels	
Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Shady Rest	"The Gumps"	Universal	2 reels	
She Beast, The	Sid Smith	Sava Films	2 reels	
She's A Prince	Alice Ardell	F. B. O.	2 reels	
She's My Cousin	Charles King	Universal	2 reels	May 15
Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Husbands Marry		Pathe	2 reels	
Should Husbands Pay?	The Roach Stars	Pathe	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn.	1 reel	
Sky Bound	Al St. John	Educational	2 reels	April 17
Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Snookum's Outing	"Newlyweds"	Universal	2 reels	
Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Solid Gold	Lige Conley	Educational	2 reels	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Some More Excuses	Charles King	Universal	2 reels	
So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Squirrel Food	Cliff Bowes	Educational	1 reel	
Stage Shy	Hank Mann	Sava Films	2 reels	

Title	Star	Distributed by	Length	Reviewed
Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	
Strickly Kosher	Wise-McKay	Artclass	2 reels	
Stupid Prince, The	Bobby Ray	Rayart	2 reels	
Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Thanks for the Boat Ride		Universal	2 reels	
That's My Baby	Charles Puffy	Universal	2 reels	July 3
There She Goes	Wanda Wiley	Universal	2 reels	
Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Too Many Babies	Darling-King	Universal	2 reels	May 8
Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Tow Service	"The Gumps"	Universal	2 reels	
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Twelve Smiles Out		F. B. O.	2 reels	
Twin Sisters	Wanda Wiley	Universal	2 reels	
Two Dollars, Please	Neely Edwards	Universal	1 reel	
Two Lips in Holland		Fox	2 reels	April 17
Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
Up and Wooley	A. Vaughn-L. Kent	F. B. O.	2 reels	
Up in the Air	"Aesop Fables"	Pathe	1 reel	
Uppercuts	Jack Duffy	Educational	2 reels	
Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Venus of Venice	"Aesop Fables"	Pathe	1 reel	
Village Cut Up, The	Arthur Lake	Universal	1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
Wedding Daze		F. B. O.	2 reels	
Westerner, The	Reata Hoyt	Fox	1 reel	
What A Life	Frank Davis	Educational	1 reel	June 26
What Happened to Jane (Series of 13)	Wanda Wiley	Universal	2 reels	
What'll You Have?	Charles King	Universal	2 reels	May 22
What! No Spinach?		F. B. O.	2 reels	
What's Your Hurry?	Charles King	Universal	2 reels	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Which is Which?	Charles King	Universal	2 reels	
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who Hit Me?	Al St. John	Educational	2 reels	July 31
Who's Boss?	Davis-Bowes	Educational	1 reel	June 5
Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Who's Next?	Neely Edwards	Universal	1 reel	July 24
Why George?	Sam Saylor	Universal	2 reels	
Wide Open Faces	Charles Puffy	Universal	1 reel	
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wisecrackers (Series)	Short-Withers	F. B. O.	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	2 reels	
Wise Quacker, The	Eddie Gordon	Tennek Film	2 reels	
Wise Or Otherwise	Charles Puffy	Universal	1 reel	June 5
Wives and Women	Charles Puffy	Universal	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	2 reels	
Yankee Doodle Duke, A	Ralph Graves	Pathe	2 reels	
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3
Yokel, The	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Sportlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Sportlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Racing Drama)	Hi-Mark Prod	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Sportlight)	Pathe	1 reel	
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blue Boy, The	Educational	1 reel	
Broadway of Jungle Land	Cranfield & Clarke	1 reel	
Buffalo Bill (Serial)	Universal	1 reel	
Bull's Eyes (Sportlight)	Pathe	1 reel	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15
Can Happen to You (Scandals of America)	Artclass	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Charleston Films	Cranfield & Clarke	4 half reels	May 1
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Chronicles of America (Series of 18 Three Reelers)	Pathe	1 reel	
Colorado (Variety)	Fox	1 reel	
Coming Back (Mustang)	Universal	2 reels	
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Dancing Around the World (Variety)	Fox	1 reel	July 17
Dangerous Game, A (Mustang)	Universal	2 reels	
Dark Horse, A (Racing Drama)	Hi-Mark Prod	2 reels	
Day Dreams	Cranfield & Clarke	2 reels	



Title	Distributed by	Length	Reviewed	Title	Distributed by	Length	Reviewed
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel		Pathe Review, No. 20	Pathe	1 reel	May 22
Desperate Dan (Mustang)	Universal	2 reels	May 1	Pathe Review, No. 21	Pathe	1 reel	May 22
Dixie Doodle (Spotlight)	Pathe	1 reel	Mar. 27	Pathe Review, No. 22	Pathe	1 reel	May 29
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8	Pathe Review, No. 23	Pathe	1 reel	June 5
Dolly Gray (Song Car-Tune)	Red Seal	1 reel		Pathe Review, No. 24	Pathe	1 reel	June 26
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels		Pathe Review, No. 25	Pathe	1 reel	June 26
Down to Damascus (Variety)	Fox	1 reel	July 10	Pathe Review, No. 26	Pathe	1 reel	July 3
Drops From Heaven (Variety)	F. B. O.	1 reel		Pathe Review, No. 27	Pathe	1 reel	July 24
Egypt	Universal	1 reel		Pathe Review, No. 28	Pathe	1 reel	July 17
Emergency Man, The. Edmund Cobb	Cranfield & Clarke	1 reel		Pathe Review, No. 29	Pathe	1 reel	July 31
Every Picture Tells a Story	Universal	2 reels	May 1	Pathe Review, No. 30	Pathe	1 reel	Aug. 21
Fade Away Foster (Mustang)	Educational	1 reel		Pathe Review, No. 31	Pathe	1 reel	Aug. 21
Falling Water Valley (Bruce Novelty)	Pathe	1 reel		Pathe Review, No. 32	Pathe	1 reel	Aug. 28
Family Album, The (Sketch Book)	Pathe	1 reel		Pathe Review, No. 33	Pathe	1 reel	
Fighting Marine, The (Serial)	Universal	1 reel		Pathe Review, No. 34	Pathe	1 reel	
Fighting With Buffalo Bill (Serial)	Red Seal	1 reel		Pathe Review, No. 35	Pathe	1 reel	
Film Facts (Series)	Red Seal	1 reel		Pathe Review, No. 36	Pathe	1 reel	
Film Facts, Issue H	Red Seal	1 reel		Pathe Review, No. 37	Pathe	1 reel	
Film Facts, Issue I	Red Seal	1 reel		Pathe Review, No. 38	Pathe	1 reel	
Film Facts, Issue J	Red Seal	1 reel		Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Film Facts, Issue K	Red Seal	1 reel		Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Film Reporter, The (Series of 13)	Red Seal	1 reel		Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Fire Barrier (Mustang)	Universal	2 reels		Pilgrimages to Palestine (Series)	Pathe	1 reel	
Fire Fighters, The (Serial)	Universal	2 reels		Pyerock Goes Wild (Mustang)	Universal	2 reels	
Flaming West, The (Mustang)	Pathe	2 reels		Planting Season, The (Spotlight)	Pathe	1 reel	June 5
Flashes of the Past	Universal	2 reels	June 5	Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Four Square Steve (Mustang)	Universal	2 reels	May 22	Popular Song Parodies (Series)	Artclass	1 reel	
Frame Up, The (Mustang)	Universal	2 reels	June 12	Putting on Dog (Variety)	Fox	1 reel	
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel		Quick on the Draw (Mustang)	Universal	2 reels	April 17
Fugitive Futerise (Novelty)	Cranfield & Clarke	1 reel		Radio Detective, The (Serial)	Universal	10 episodes	April 17
Game Hunting in Abyssinia	Red Seal	1 reel		Radio Personalities (Series)	Artclass	1 reel	
Gems of the Screen (Series)	Tennek Film	1 reel		Radio Personalities, Vol. A	Artclass	1 reel	
Giggles (Novelty Series)	Pathe	1 reel	June 26	Radio Personalities, Vol. B	Artclass	1 reel	
Glory or Dollars (Spotlight)	Cranfield & Clarke	2 reels		Radio Personalities, Vol. C	Artclass	1 reel	
God's Country	Educational	1 reel		Radio Personalities, Vol. D	Artclass	1 reel	
Gold and Fleece (Bruce Novelty)	Hi-Mark Prod	2 reels		Rare Bits (A Curocity)	Educational	1 reel	
Golden Spurs, The (Racing Drama)	Fox	1 reel		Reelviews (Series)	Red Seal	1 reel	
Great Lakes, The (Variety)	Pathe	10 episodes		Reelviews, Issue A	Red Seal	1 reel	
Green Archer, The (Serial)	Universal	2 reels		Reelviews, Issue B	Red Seal	1 reel	
Grimacing Fists (Mustang)	Artclass	1 reel		Reelviews, Issue C	Red Seal	1 reel	
Guess Who (Series)	Artclass	1 reel		Reelviews, Issue D	Red Seal	1 reel	
Guess Who, No. 1	Artclass	1 reel		Rescue, The (Mustang)	Universal	2 reels	
Guess Who, No. 2	Artclass	1 reel		Return of the Riddle Rider, The (Serial)	Universal	1 reel	June 5
Guess Who, No. 3	Artclass	1 reel		Revolutions per Minute (Spotlight)	Pathe	1 reel	
Guess Who, No. 4	Artclass	1 reel		Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels		Riches of the Earth (Variety)	Fox	1 reel	
Happy Hunting Grounds (Spotlight)	Pathe	1 reel	April 10	Ridin' For Love (Mustang)	Universal	2 reels	
Hair Cartoons, No. 10	Red Seal	1 reel		Riding For a King (Racing Drama)	Hi-Mark Prod	2 reels	
Hair Cartoons, No. 11	Red Seal	1 reel		Ringer, The (Racing Drama)	Hi-Mark Prod	2 reels	
Hair Cartoons, No. 12	Red Seal	1 reel		Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Hair Cartoons, No. 13	Red Seal	1 reel		Rushing Waters	Cranfield & Clarke	2 reels	
Hair Cartoons, No. 14	Red Seal	1 reel		Rustler's Secret, The (Mustang)	Universal	2 reels	
Hair Cartoons, No. 15	Red Seal	1 reel		Scandal of America (Series)	Artclass	1 reel	
Hair Cartoons, No. 16	Red Seal	1 reel		Screen Star Sports (Series)	Artclass	1 reel	
Hair Cartoons, No. 17	Red Seal	1 reel		Screen Star Sports, Vol. A	Artclass	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6	Screen Star Sports, Vol. B	Artclass	1 reel	
Haunted Homestead, The (Mustang)	Universal	2 reels		Screen Star Sports, Vol. C	Artclass	1 reel	
Heavenly Bodies	Universal	2 reels		Screen Star Sports, Vol. D	Artclass	1 reel	
Heavens Above (Novelty)	Service Film	1 reel		Scotty of the Scouts (Serial)	Rayart	1 reel	
Her First Night in a Beauty Parlor	Arthur J. Lamb	2 reels		Screen Snapshots (Series)	Columbia	1 reel	
Hero Land (Color Novelty)	Service Film	1 reel		Screen Snapshots, No. 13	Columbia	1 reel	June 26
Heroes of the Sea	Cranfield & Clarke	1 reel		Screen Snapshots, No. 14	Columbia	1 reel	July 3
His Pal... Fearless (Dog)	Chesterfield	2 reels		Searchlight, (Series)	Red Seal	1 reel	
Homeless Husband's Land (Novelty)	Short Film	1 reel		Searchlights, Issue A	Red Seal	1 reel	
Honey-moon Cruises	Tennek Film	1 reel		Searchlights, Issue B	Red Seal	1 reel	
How I Hate to Get Up (Song Parody)	Artclass	1 reel		Searchlights, Issue C	Red Seal	1 reel	
If a Picture Tells a Story	Cranfield & Clarke	1 reel		Searchlights, Issue D	Red Seal	1 reel	
India Tea	Pathe	1 reel	May 22	Seas of the World	Red Seal	1 reel	
Inland Voyage, An (Variety)	Fox	1 reel		Shadowland	Cranfield & Clarke	1 reel	
In Sunny Spain (Variety)	Fox	1 reel	July 10	Sheik, The (Song Parody)	Artclass	1 reel	
Inside Dope, The (Spotlight)	Pathe	1 reel	May 1	Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28
International Detective Stories	Tennek Film	2 reels		Silent Flyer, The (Serial)	Universal	10 episodes	
Jack's of One Trade (Spotlight)	Pathe	1 reel	June 26	Sin	Cranfield & Clarke	2 reels	
Jewels of Venus	Universal	2 reels		Sketch Book (Series)	Pathe	10 episodes	
Jim Hood's Ghost (Mustang)	Chesterfield	2 reels		Skenographs (Series)	Cranfield & Clarke	10 episodes	June 26
Jungle Heroine, A	Sava Films	2 reels		Snowed In (Serial)	Pathe	10 episodes	
Jungle Secrets	Chesterfield	2 reels		Songs of Central Europe (Melody Series)	Pathe	1 reel	
Jungle Tragedy, A	Red Seal	1 reel		Songs of England (Melody Series)	Pathe	1 reel	Feb. 6
Keeping 'Em Guessing (Series)	Pathe	1 reel		Songs of France (Melody Series)	Pathe	1 reel	Aug. 21
Keeping in Trim (Spotlight)	F. B. O.	1 reel		Songs of Italy (Melody Series)	Pathe	1 reel	July 24
King of the Beasts (Cartoon)	Hi-Mark Prod	2 reels		Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6
Knight of the Pigskin, A (Racing Drama)	Red Seal	1 reel		Songs of Spain (Melody Series)	Pathe	1 reel	June 26
Ko Ko Song Car-Tunes (Series)	Service Film	1 reel		Songs of the Northern States	Pathe	1 reel	
Land of Rivers (Scenic)	Chesterfield	2 reels		Songs of Yesterday	Cranfield & Clarke	1 reel	
Last Man, The	Pathe	1 reel	Mar 13	Soul of the Cypress	Red Seal	1 reel	Feb. 27
Leaps and Bounds (Spotlight)	Educational	1 reel	May 1	Spanish Holiday (Variety)	Fox	1 reel	
Lest We Forget	Universal	2 reels		Spirit of Play, The (Spotlight)	Pathe	1 reel	Aug. 28
Let Loose (Mustang)	Cranfield & Clarke	1 reel		Sportsman's Dream	Cranfield & Clarke	1 reel	
Let's Go Fishing	Cranfield & Clarke	1 reel		Stick-up Man (Scandal of America)	Artclass	1 reel	
Let's Paint	Sava Films	2 reels		String of Diamonds... Fearless (Dog)	Chesterfield	2 reels	
Lightnin' Flashes (Drama)	Sava Films	2 reels		Strings of Steel (Serial)	Universal	10 episodes	
Lightnin' Strikes (Drama)	Sava Films	2 reels		St. Pauls	Cranfield & Clarke	1 reel	
Lightnin' Wins (Drama)	Arrow Film	2 reels		Sweden Today (Variety)	Fox	1 reel	May 15
Lightning Hutch (Serial)	Cranfield & Clarke	2 reels		Sweet Adeline (Song Car-tune)	Red Seal	1 reel	
Light on Lookout Mountain, The	Cranfield & Clarke	1 reel	May 22	Tin Bronco, The (Mustang)	Universal	2 reels	June 5
Lion Charge, The	Chesterfield	2 reels		Trapped (Mustang)	Universal	2 reels	
Lion's Mate, The	Educational	1 reel		Trails of the Gods	Cranfield & Clarke	1 reel	
Little Brown Rug, The (Bruce Novelty)	Universal	2 reels	July 24	Trail of the North Wind	Cranfield & Clarke	2 reels	
Little Warrior, The (Mustang)	Cranfield & Clarke	1 reel		Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1
Lizzie's Last Lar (Novelty)	Universal	2 reels		Travels in Toyland (Variety)	Fox	1 reel	
Love Deputy, The (Mustang)	Chesterfield	2 reels		Tulip Land	Cranfield & Clarke	1 reel	
Love Fighter... Fearless (Dog)	Fox	1 reel	Aug. 14	Under Desert Skies (Mustang)	Universal	2 reels	
Lumber Jacks, The (Variety)	Red Seal	1 reel		Unexpected Visitor (Scandal of America)	Artclass	1 reel	
Marvels of Motion (Series)	Red Seal	1 reel		Valiant Skipper, The	Cranfield & Clarke	2 reels	
Marvels of Motion, Issue H	Red Seal	1 reel		Vanishing Millions (Serial)	Sierra Pictures	15 episodes	
Marvels of Motion, Issue I	Red Seal	1 reel		Vision, The	Educational	2 reels	May 22
Marvels of Motion, Issue J	Red Seal	1 reel		When East Meets West (Mustang)	Universal	2 reels	July 31
Marvels of Motion, Issue K	Red Seal	1 reel		When Oscar Went Wild (Mustang)	Universal	2 reels	
Menace of the Alps, The	Universal	1 reel	Mar. 27	Whirlwind Driver, The (Mustang)	Universal	2 reels	
Mother O Mine	Cranfield & Clarke	2 reels	May 22	Whirlwinds (Series)	F. B. O.	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	April 17	Wild America (Variety)	Fox	1 reel	May 22
Mountain Molly O (Mustang)	Universal	2 reels	June 19	Wire Tigers, The	Chesterfield	2 reels	
Mountain of the Law, The (Variety)	Fox	1 reel		Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Movie Struck	Cranfield & Clarke	2 reels	April 10	Whispering Smith Rides (Serial)	Universal	10 episodes	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel		White Waters	Cranfield & Clarke	1 reel	
Mystery Pilot, The (Serial)	Rayart	1 reel	June 5	Who Is Safe? (Scandal of America)	Artclass	1 reel	
Neptune's Domain (Hodge Podge)	Educational	1 reel	May 1	Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Nervous Moments (Spotlight)	Pathe	1 reel		Wolf, The Fearless (Dog)	Chesterfield	2 reels	
Night Prowler, The (Scandal of America)	Artclass	1 reel		Wolf's Brush	Cranfield & Clarke	2 reels	
Off Shore Trails (Variety)	Fox	1 reel	July 10	Wonder Book Series	Short Film	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	2 reels	Mar. 27	Wonderful Water	Service Film Corp.	1 reel	May 1
One Wild Time (Mustang)	Universal	2 reels		Wonders of the Blue Gulf of Mexico	Cranfield & Clarke	1 reel	Dec. 12
Outlaw Love (Mustang)	Universal	2 reels		Wooden Shoes	Cranfield & Clarke	1 reel	
Out of the Inkwell (Series)	Red Seal	1 reel	May 1				
Pathe Review, No. 17	Pathe	1 reel	May 1				
Pathe Review, No. 18	Pathe	1 reel	May 1				
Pathe Review, No. 19	Pathe	1 reel	May 15				



# Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Across the Pacific	Monte Blue	Warner Bros.		
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Herschott	Universal		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An		Paramount		
Ankles Preferred		Fox		
Annie Laurie	Lillian Gish	M-G-M		
April Fool	Alexander Carr	Chadwick		
Aristocrat, The		Famous Attractions		
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Ashes	C. Griffith-T. Moore	First National		
Atlantis		First National		
Atta Boy	Monty Banks	Pathe	6 reels	
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Custer	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl		Chadwick		
Bandit Buster, The	Wally Wales	Assoc. Exhib.		
Bandits of the Air	Al Wilson	Assoc. Exhib.		
Bardelys the Magnificent	John Gilbert	M-G-M		
Bargain Bride, The	Mary Philbin	Universal		
Barriers of Fire	Monte Blue	Warner Bros.		
Beau Geste	Special Cast	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman Banky	United Artists		
Bed and Board	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Behind the Screen	Special Cast	M-G-M		
Belle of Broadway, The	Betty Compson	Columbia Pictures		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The		American Cinema		
Ben Burbridge's African				
Gorilla Hunt			8 reels	June 26
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Better 'Ole, The	Syd Chaplin	Warner Bros.		
Better Way, The		Columbia Pictures		
Beware of Widows	Laura La Plante	Lumas		
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Bigger They Are, The	George O'Hara	F. B. O.		
Big Gun, The	George Lewis	Universal		
Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Bill of Sale, The		Arthur J. Lamb		
Bill Smith, M.D.		Universal		
Birds of Prey		Columbia Pictures		
Bitter Apples	Monte Blue	Warner Bros.		
Black Diamond Express, The	Monte Blue	Warner Bros.		
Black Ivory		Warner Bros.		
Black Rider, The	Richard Talmadge	Universal		
Black Tears		Gorman Pictures		
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.		
Blonde Saint, The	Kenyon-Stone	First National		
Blue Eagle, The		Fox		
Border Patrol, The	Harry Carey	Pathe		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Branded	Bob Custer	F. B. O.		
Breed of the Sea		F. B. O.		
Broadway Drifter, A		Gorman Pictures		
Broken Hearts	M. Schwartz L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros.		
Buckaroo Kid, The	Hoot Gibson	Universal		
Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Burning Bridges	Harry Carey	Pathe		
Butter and Egg Man, The		First National		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truett	5000 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Cancelled Debt, The	Special Cast	Sterling Pict.		
Canyon of Light	Tom Mix	Fox		
Captain Sazarc	Ricardo Cortez	Paramount		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Casey at the Bat	W. Beery-R. Hatton	Paramount		
Cat and the Canary, The		Universal		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Charleston Kid, The	Mackail Mulhall	First National		
Cheating Danger	Dick Talmadge	Universal		
Cheerful Fraud, The	Reginald Denny	Universal		
Cheyenne Days	Hoot Gibson	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O.		
Christine of the Big Tops	Garon-Landis	Sterling Pict.		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
City, The	J. Gaynor-W. McGrail	Fox		
City of Shadows, The		F. B. O.		
Cleaner Flame, The	Louise Carter	Arrow		
Climbers, The	Irene Rich	Warner Bros.		
Closed Gates	Special Cast	Sterling Pict.		
Clown, The		Columbia Pictures		
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Widows	Dolores Costello	Warner Bros.		
Come On Charley	Devore-Horton	Assoc. Exhib.		
Coney Island	Special Cast	M-G-M		
Confession	Pola Negri	Paramount		
Confessions of a Bachelor		Assoc. Exhib.		
Confessions of a Flapper		Assoc. Exhib.		
Confessions of a Divorcee		Assoc. Exhib.		
Confessions of a Widow		Assoc. Exhib.		
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Cossacks, The	John Gilbert	M-G-M		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.		
Cow Punching for Cupid	Tom Tyler	F. B. O.		
Cradle Snatchers		Fox		
Crashing Hoofs	Bob Custer	F. B. O.		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Crooks Tours	George O'Hara	F. B. O.		
Feature	Star	Distributed by	Length	Reviewed
Cruise of Jasper B, The	Rod La Roque	Prod. Dist. Corp.		
Cruel Truth, The		Sterling Pict.		
Crystal Cup, The	Dorothy Mackaill	First National		
Cyclone of the Range	Tom Tyler	F. B. O.		
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.		
Cyrano de Bergerac	Special Cast	Atlas Dist.	9500	July, 18, '25
Dame Chance	Special Cast	American Cinema		
Danger Line, The	Special Cast	Astor Dist.		
Dangerous Friends	Special Cast	Sterling Pict.		
Dangerous Virtue	Jane Novak	Lee-Bradford		
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Dark Rosaleen	Buck Jones	Fox		
Darling of the Gods, The		United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-W. Louis	Warner Bros.		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Desert Legion, The	Fred Thomson	F. B. O.		
Desert Valley	Buck Jones	Fox		
Desert Whirlwind, The	Bob Custer	F. B. O.		
Detour		Prod. Dist. Corp.		
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.		
Devil's Partner, The		Truett	5000 feet	
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner Bros.	10 reels	Aug. 21
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don Juan's Three Nights	Stone-Mason	First National		
Don't Tell the Wife	Irene Rich	Warner Bros.		
Double Daring	Wally Wales	Artclass	5 reels	
Double Handed Bandit, The	Bob Custer	F. B. O.		
Down Grade, The	Wm. Fairbanks	Lumas		
Down the Stretch	Agnew-Nixon	Universal		
Driven From Home		Chadwick		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Special Cast	First National		
Eager Lips		Chadwick		
Easy Going	Buddy Roosevelt	Artclass	5 reels	
Eden's Fruit		Famous Attractions		
Everybody's Acting	Betty Bronson	Paramount		
Exclusive Rights		Famous Attractions		
Exit Smiling	Beatrice Lillie	M-G-M		
Eyes of the Totem	Special Cast	Assoc. Exhib.		
Eyes of Youth	Gloria Swanson	United Artists		
False Alarm, The	Special Cast	Columbia		
False Hopes		Gorman Pictures		
Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib.		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truett	5800 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Love	Jetta Goudal	Prod. Dist. Corp.		
Fighting Ranger, The	Bob Custer	F. B. O.		
Finnegan's Ball		Assoc. Exhib.		
Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Flame of the Border, The		First National		
Flaming Fury	Buddy Roosevelt	Assoc. Exhib.		
Flashing Fangs	Ranger (Dog)	F. B. O.		
Flashing Heels	Bill Cody	Assoc. Exhib.		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Flying Fool, The	Al Wilson	Assoc. Exhib.		
Flying Mail, The	Al Wilson	Asso. Exhib.		
Follow the Signs		Universal		
For Alimony Only	Leatrice Joy	Prod. Dist. Corp.		
Forbidden Trails	Bill Cody	Assoc. Exhib.		
Forest of Destiny, The		Gotham Prod.		
Forever After	M. Astor-L. Hughes	First National		
For Ladies Only		Columbia Pictures		
For Wives Only	Marie Prevost	Prod. Dist. Corp.		
Four Feathers	Richard Barthelmess	First National		
Four Flushers, The	Reginald Denny	Universal		
Four Stragglers, Th	Special Cast	M-G-M		
Fourth Commandment, The	Belle Bennett	Universal		
Free Souls	Norma Shearer	M-G-M		
French Dressing	A. Pringle-B. Lyon	First National		
Fresh Air	Ray-Olmstead	M-G-M		
Friends	Special Cast	Vitagraph		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O.		
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Thunder	Tom Tyler	F. B. O.		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	Fazenda-Louis	Warner Bros.		
General, The	Buster Keaton	United Artists		
George Washington Cohen	George Jessel			
Get Off the Earth	Raymond Griffith	Paramount		
Get Set—Go	George O'Hara	F. B. O.		
Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.		
Gigolo	Rod La Roque	Prod. Dist. Corp.		
Gilt-Edged	Richard Talmadge	F. B. O.		
Girl in the Rain, The	David Butler	Carleme Pict.		
Girl Who Dared, The	Evelyn Brent	F. B. O.		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O.		
God Gave Me Twenty Cents	Lya de Putti	Paramount		
God's Great Wilderness		American Cinema		
Going Crooked	B. Love-McLagen	Fox		
Going! Going! Gone!	George O'Hara	F. B. O.		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Grand Army Man, The		Fox		
Great Galeoto, The	Novarro-Terry	M-G-M		
Great K. & A. Robbery, The	Tom Mix	Fox		
Greatest Show on Earth	Wallace Berry	Paramount		
Gulliver's Travels		Universal		
Gun Gospel	Ken Maynard	First National		
Hairpin Duchess, The	Special Cast	M-G-M		
Hair-Trigger Barton	Bob Custer	F. B. O.		
Harem Girl, The	Special Cast	Astor Dist.		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp.		
Hat of Destiny, The		First National		
Haunted Lady, The		Assoc. Exhib.		
Haven, The	Special Cast	M-G-M		
Head of the House of Coombe, The		First National		
Heart Collector, The	Alberta Vaughn	F. B. O.		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Heart of a Cowboy, The	Bob Custer	F. B. O.			My Official Wife	I. Rich-Tearle	Warner Bros.		
Heart of Maryland, The	Dolores Costello	Warner Bros.			Mysterious Island	Special Cast	M-G-M		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.			Mysterious Rider, The	Special Cast	Paramount		
Held By the Law	Special Cast	Universal			Mystery Lady, The	Special Cast	M-G-M		
Hello Bill		F. B. O.			My Wife's Friend		First National		
Hell's Kitchen		First National			Naughty But Nice	Colleen Moore	First National		
Here Y'are, Brother		First National			Naughty Marietta	Marion Davies	M-G-M		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet		Nervous Wreck, The	Special Cast	Prod. Dist. Corp.		
Her Teacher Said No	Gertrude Short	F. B. O.			New York	Lya de Putti	Paramount		
Hero on Horseback, A	Hoot Gibson	Universal			Next Generation, The	Special Cast	M-G-M		
High Society	Tom Mix	Fox			Next Year's Model	Alberta Vaughn	F. B. O.		
High Stakes	Evelyn Brent	F. B. O.			Night Bride, The	Marie Prevost	Prod. Dist. Corp.		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros.			Night School, The		M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp.			Night Siren, The	Evelyn Brent	F. B. O.		
His Honor's Wife		Fox			Night Watch, The	Special Cast	Truart	5000 feet	
His New York Wife		Famous Attractions			Noah's Ark		Warner Bros.		
His Woman	Special Cast	Whitman Bennett	7 reels		Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.		
Holy Terror, A		Fox			No Control	P. Haver-H. Ford	Prod. Dist. Corp.		
Home, Sweet Home	Special Cast	Gorman Pictures			Nocturne	Special Cast	M-G-M		
Honesty the Best Policy	Johnny Walker	Fox			North of Nome	Special Cast	Arrow	5491 feet	
Horses and Women		Famous Attractions			No Speed Limit	Al Wilson	Assoc. Exhib.		
Hounds of Spring		First National			Not Herbert	Ben Lyon	First National		
Human Mill, The	Blanche Sweet	M-G-M			Obe The Law	Bert Lytell	Columbia Pictures		
Human Nature		Gorman Pictures			Oh! What a Night		Sterling Pict.		
Human Playthings	Betty Compson	M. P. Guild			Old Heidelberg	Ramon Navarro	M-G-M		
Hurricane, The	Special Cast	Truart			Old Ironsides	Special Cast	Paramount		
Hurry Up Man, The	Dick Talmadge	Universal			One Hour of Love	Jacqueline Logan	Tiffany		
Husband Hunters		Tiffany			One Increasing Purpose	Lowe-Rubens	Fox		
I Can Do It	Special Cast	M-G-M			Open Book	Special Cast	M-G-M		
I'll Tell the World	Olmstead-Arthur	M-G-M			Orchids and Ermine	Colleen Moore	First National		
Impostor, The	Evelyn Brent	F. B. O.			Ou, La! La!	Alberta Vaughn	F. B. O.		
In His Arms	Special Cast	M-G-M			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.		
In the First Degree		Sterling Pict.			Out of the Ruins		First National		
Irish Eyes	George O'Hara	F. B. O.			Out of the West	Tom Tyler	F. B. O.		
Irish Hearts	Dolores Costello	Warner Bros.			Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
Isle of Forbidden Kisses					Pass in Paradise		Prod. Dist. Corp.		
The	Jack Trevor	Universal			Paying the Price		Columbia Pictures		
Isle of Life, The	Stone-Kenyon	First National			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Is Zat So?	Special Cast	Fox			Personality	Gloria Swanson	United Artists		
It	Clara Bow	Paramount			Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
It Could Have Happened	Colleen Moore	First National			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		
Jack O' Hearts	Landis-G. Hullette	American Cinema			Pleasure Before Business		Columbia Pictures		
Jail Birds, Inc.		First National			Pleasure Garden, The	V. Valli-C. Geraghty	Lee-Bradford		
Jason	Special Cast	M-G-M			Pleasure Highway	Evelyn Brent	F. B. O.		
Jazz Singer, The	George Jessel	Warner Bros.			Plumes	Special Cast	M-G-M		
Jerry Settles Down	Tom Tyler	F. B. O.			Polly of the Circus	Norma Shearer	M-G-M		
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.			Polly Preferred	Marion Davies	M-G-M		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Polly With a Past	Norma Shearer	M-G-M		
Jocelyn's Wife	Pauline Frederick	Tiffany			Poor Fish, The		Sterling Pict.		
Johnny Newcomer	Harry Langdon	First National			Poor Girls		Columbia Pictures		
Justice of the Far North		Columbia	5500 feet		Popular Sin, The	Vidor-Nissen	Paramount		
Just Off Broadway	Corinne Griffith				Power of the Weak, The	Alice Cathoun	Chadwick	6000 feet	
Keep Going	Earl Douglas	Sierra Pictures			Price of Honor, The		Columbia Pictures		
Kick-Off, The	George Walsh	Excellent Pictures			Princess Pro Tem	Evelyn Brent	F. B. O.		
Kidnapped in New York		American Cinema			Prisoners		First National		
King of Kings, The	Special Cast	Prod. Dist. Corp.			Private Izzy Murphy	George Jessel	Warner Bros.		
King of the Air	Al Wilson	Assoc. Exhib.			Prowlers of the Night	Fred Humes	Universal		
Knickerbocker Kid, The	Johnny Hines	First National			Puppets	Mae Murray	M-G-M		
Ladies at Play	Hughes-Kenyon	First National			Purple and Fine Linen	L. Stone-A. Nilsson	First National		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp.			Quality Street		M-G-M		
Ladies of Ease		Chadwick			Racing Blood	R. Agnew-A. Cornwall	Lumas Film		
Lady Be Good		First National			Raging Seas		Tiffany		
Lady of Leisure	Special Cast	M-G-M			Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Lady With the Lamp, The		Florence Nightingale			Rat, The	M. Marsh-I. Novello	Lee-Bradford		
Larceny, Ltd.	Evelyn Brent	F. B. O.			Raw Country, The	Bowers-Cornwall	Assoc. Exhib.		
Last Chance, The	Bill Patton	Chesterfield			Red Hot Hoofs	Tom Tyler	F. B. O.		
Laurels	Mae Murray	M-G-M			Red Signals		Sterling Pict.		
Lea Lyon	Mary Philbin	Universal			Red, White and Blue		M-G-M		
Les Miserables		Universal			Rejuvenation of Aunt Mary				
Let's Go	Fred Humes	Universal			The	Special Cast	Prod. Dist. Corp.		
Life of an Actress		Chadwick			Remember	Special Cast	Columbia Pictures		
Life of a Woman		Tiffany	6500 feet		Resurrection		United Artists		
Lightning Chaser, The	George O'Hara	F. B. O.			Return of a Soldier	Special Cast	M-G-M		
Lightnin' Lariat	Tom Tyler	F. B. O.			Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.		
Lighting Express, The		Columbia Pictures			Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.		
Limehouse Lou	Evelyn Brent	F. B. O.			Riders of the Wind		First National		
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp.			Riding Honor	Art Accord	Universal		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12	Riding Rivals	Walley Wales	Artclass	5 reels	
London	Dorothy Gish	Paramount			Ridin' 'Em Ragged	Tom Tyler	F. B. O.		
Look Who's Here	Dick Talmadge	Universal			Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.		
Lord Hokum	E. E. Horton	Assoc. Exhib.			Rise and Fall of Jesse James		J. S. Woody		
Lost House, The		Columbia Pictures			Roaring Crowd, The		F. B. O.		
Love in a Cottage	Betty Compson	M. P. Guild			Rogue's Riches	Special Cast	Astor Dist.		
Love Me and the World Is					Romance	Ramon Navarro	M-G-M		
Mine	Philbin-Kerry	Universal			Romance a la Carte	Richard Dix	Paramount		
Love Thrill, The	Special Cast	Universal			Romantic Age, The		Columbia Pictures		
Loyalties	Special Cast	Fox			Ropin' Venus, The	Josie Sedgwick	Universal		
Lunatic at Large, The	Leon Errol	First National			Rose-Marie		M-G-M		
Lure of the West	Eileen Sedgwick	Chesterfield			Rose of the Bowery		American Cinema		
Lure of the Yukon, The		Assoc. Exhib.			Rose of the Tenements		F. B. O.		
Lying Truth, The	Milton Sills	First National			Royal Romance	G. O'Brien-McDon-			
Madame Pompadour	Dorothy Gish	British National Pictures, Inc.			ald		Fox		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O.			Rubber Tires		Prod. Dist. Corp.		
Magic Garden, The		F. B. O.			Rust	Special Cast	M-G-M		
Man and the Woman	Special Cast	M-G-M			Salvage	E. Williams-McAlis-			
Man Bait	Marie Prevost	Prod. Dist. Corp.				ter	Standard Pictures		
Man in the Shadow, The	Special Cast	American Cinema			Savage in Silks, A	Laura La Plante	Universal		
Man of Quality, A	George Walsh	Excellent Pictures			Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21
Manon Lescaut	John Barrymore	Warner Bros.			See If I Care	Alberta Vaughn	F. B. O.		
Man Who Forgot God		Paramount			Self Defense	Aileen Percy	Arrow Film Corp.		
Man With a Thousand					Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Faces	Special Cast	M-G-M			Separate Rooms	Special Cast	Fox		
Mary of Vassar	Marion Davies	M-G-M			September Love		First National		
Masked Woman, The	Anna Q. Nilsson	First National			Seventh Heaven	Special Cast	Fox		
Masquerade Bandit, The	Tom Tyler	F. B. O.			Seward's Folly	Special Cast	M-G-M		
Matinee Ladies	Special Cast	Warner Bros.			Shadow Lane		M-G-M		
McFadden's Row of Flats	Murray-Sidney	First National			Shadow of the Mosque	Stewart Rome	Usa	5750 feet	Dec. 26
Memories	Ramon Navarro	M-G-M			Shameful Behaviour		Famous Attractions		
Men of the Dawn	Milton Sills	First National			Shamrock and the Rose		Chadwick		
Men of the Night	Rawlinson-Hughes-				Sheik of Hollywood, The	Ben Lyon	First National		
	Hawley	Sterling Pict.	5700 feet	July 24	Shenandoah		Famous Attractions		
Merry Wives of New York		Chadwick			She's My Baby		Ginsberg-Kann		
Message to Garcia, A	Special Cast	M-G-M			Shock Absorber, The		First National		
Midnight Lovers	Nilsson-Stone	First National			Shopworn		Famous Attraction		
Midnight Sun, The	Special Cast	Universal	10 reels	May 15	Show Business	Mae Murray	M-G-M		
Mike Donovan of Ireland		First National			Show World, The	B. Dove-F. Bushman	Universal		
Millionaires	L. Fazenda-W. Louis	Warner Bros.			Sidewalks of New York, The		Columbia Pictures		
Million Bid, A	Dolores Costello	Warner Bros.			Silent Avenger, The		Lumas		
Million Dollar Doll		Assoc. Exhib.			Silent Panther, The	Francis McDonald	M-G-M		
Miss 318	Special Cast	M-G-M			Silent Rider, The	Hoot Gibson	Universal		
Miss Manhattan	Betty Compson	M. P. Guild			Silk	Goudal-Schildkraut	Prod. Dist. Corp.		
Morals of Today		Gorman Pictures			Silken Lady, The	Hulette-Hamilton	Arrow		
Mother		F. B. O.			Silk Hat Cowboy, The	Tom Mix	Fox		
Mount Eagle, The	Nita Naldi	Lee-Bradford			Silky Anne	Constance Talmadge	First National		
Mountains of Manhattan		Lumas			Silver Lanterns	Special Cast	Arrow		
Music Master, The		Fox			Simple Sis	Louise Fazenda	Warner Bros.		
					Sinews of Steel		Lumas		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Sinners of Paradise		First National			Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Sky High	Al Wilson	Assoc. Exhib.			Up and at 'Em	Dick Talmadge	Universal		
Sky Peril, The	Al Wilson	Assoc. Exhib.			Upstream	Dolores Del Rio	Fox		
Sky's the Limit, The	Richard Talmadge	Universal			Vagabond Lover, The	John Barrymore	United Artists		
Smith of Cornell	George Walsh	Chadwick			Vagabond Prince, The	Colman-Banky	United Artists		
Snowbound		Tiffany			Valencia	Mae Murray	M-G-M		
Song of Two Humans, A		Fox			Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Sorrows of Satan	Adolphe Menjou	Paramount			Vanity	Leatrice Joy	Prod. Dist. Corp.		
Spangles	P. O'Malley-M. Nixon	Universal			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Span of Life, The	Lon Chaney	M-G-M			Virgin Flame, The		M-G-M		
Speed Boy, The	Dick Talmadge	Universal			Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
Speedy Eddy	Devore-Horton	Assoc. Exhib.			Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
Speedy Spurs	Buffalo Bill, Jr.	Artclass	5 reels		Wandering Girls		Columbia Pictures		
Splitting the Breeze	Tom Tyler	F. B. O.			Wanted—A Coward	Special Cast	Sterling Pict.		
Sport of Kings, The		First National			War of the Worlds		Paramount		
Squared Ring, The		Tiffany			Way of an Eagle, The	Special Cast	M-G-M		
Srozen Pleasures		Columbia Pictures			Way Things Happen	Madge Bellamy	Fox		
Story of Mother Machree		Fox			Wedding March, The	von Stroheim	Paramount		
Stronger Than Steel		American Cinema			Wedlock	Lowe-Perry-Livingston	Fox		
Strange Bedfellows		M-G-M			West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
Studies in Wives		Famous Attractions			What Every Girl Should Know	Patsy Ruth Miller	Warner Bros.		
Such a Little Pip	Alberta Vaughn	F. B. O.			What Happened to Father	Sydney Gordon	Warner Bros.		
Summer Bachelors	M. Moore-Bellamy	Fox			What Price Glory?	Special Cast	Fox		
Sun of Montmartre, The	Norma Talmadge	First National			What Will People Say?		M-G-M		
Sunshine of Paradise Alley		Chadwick			Wheel of Life, The	Florence Vidor	Paramount		
Surf Man, The		M-G-M			When Danger Calls	Wm. Fairbanks	Lumas		
Sweet Rosie O'Grady	Shirley Mason	Columbia			When the Wife's Away		Columbia Pictures		
Syncope Sue	Corinne Griffith	First National			When We Were Twenty-One	Special Cast	M-G-M		
Tale of a Vanishing People		Tiffany	6500 feet		While London Sleeps	Rin-Tin-Tin	Warner Bros.		
Tangled Herds	Buddy Roosevelt	Artclass	5 reels		Whispering Wires	A. Stewart-E. Burns	Fox		
Tardy Tolliver	Hale-King	Assoc. Exhib.			Whits Chief, The	Monte Blue	Warner Bros.		
Tarzan and the Golden Lion		F. B. O.			White Eagle, The	Buck Jones	Fox		
Tavern Knight, The	John Barrymore	Warner Bros.			White Flannels	Special Cast	Warner Bros.		
Tell It to the Marines	Chaney-Haines	M-G-M			White Gold	Jetta Goudal	Prod. Dist. Corp.		
Tempest, The		Tiffany			White Heat	Special Cast	M-G-M		
Temptations of a Salesgirl	Betty Compson	M. P. Guild			Whose Baby	Alberta Vaughn	F. B. O.		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9	Wife, The	Special Cast	M-G-M		
Their Second Honeymoon	Special Cast	M-G-M			Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib.		
Then Came the Woman	Frank Mayo	American Cinema	6805 feet	July 17	Wild Geese		Tiffany		
Third Degree, The	Patsy Ruth Miller	Warner Bros.			Wind, The	Lillian Gish	M-G-M		
Three Twins, The		M-G-M			Wings	C. Bow-C. Farrell	Paramount	12 reels	
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.			Wings of the Storm	R. Howes-V. Faire	Fox		
Thrill Chaser, The	Alberta Vaughn	F. B. O.			Winner, The	Charles Ray	Chadwick		
Thumbs Down	Special Cast	Sterling Pict.			Winning Oar, The	George Walsh			
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels		Without Orders		Artclass	5 reels	
Tip Toes	D. Gish-W. Rogers	Paramount			Wives at Auction	Special Cast	Astor Dist.		
Toilers of the Sea	Special Cast	M-G-M			Wolves of the Air		Ginsberg-Kann		
Tongo	Special Cast	M-G-M			Woman's Battalion of Death				
Tongues of Scandal		Sterling Pict.			The	Gloria Swanson	United Artists		
Top of the World, The		Tiffany			Woman's Heart, A	E. Bennett-Whitman-Earle			
Tornado Jones	Wally Wales	Assoc. Exhib.			Woman Who Did Not Care		Ginsberg-Kann		
Tornado Terry	George O'Hara	F. B. O.			Women and Wives		Gotham		
Tracked by the Police	Rin-Tin-Tin	Warner Bros.			Women Love Diamonds		M-G-M		
Trailing Shadows	Edmond Lowe	Fox Film			World's Illusion, The		M-G-M		
Trail of '98	K. Dane-P. Starke	M-G-M			Worst Woman, The		Famous Attractions		
Trapped	Elinor Fair	Sierra Pictures	5000 feet		Wreck, The		Columbia Pictures		
Trip to Tilsit, A	G. O'Brien-Livingston	Fox			Wyoming Whiz, The	Tom Tyler	F. B. O.		
True Blood	Fred Humes	Universal			Wrong Mr. Wright, The	Jean Hersholt	Universal		
Truthful Sex, The		Columbia Pictures			Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Turkish Delight		Prod. Dist. Corp.			Yoke, The	Special Cast	Warner Brothers		
Twelve Miles Out	John Gilbert	M-G-M			Young April	Special Cast	Prod. Dist. Corp.		
Twinkletoes	Colleen Moore	First National			Your Brother and Mine		American Cinema		
Two-Gun McCoy	Bob Custer	F. B. O.			You Too	Special Cast	M-G-M		
Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.							
Uncle Tom's Cabin	Special Cast	Universal							
Unknown Cavalier, The	Ken Maynard	First National							

## Newspaper Opinions on New Pictures

**"With Lieut. Com. Byrd, U. S. N., in America's Polar Triumph"**  
—Pathe, Warners,  
New York City

*World:* "Somewhere in today's report, and it may as well be here, mention must be made of the exciting motion picture views made by Lieut. Com. Byrd, the North Pole flyer. These were seen at Warner's Theatre, and are under the control of the Pathe Company.

"I am sure that these represent the most impressive and most interesting of all news reels which I have seen, since they do reproduce the actual flights to and around the Pole. While in a position direct over the top of the world the aviator turned the eye of the camera downward into the calm, ice-crusted waters below and photographed the place. Added to these are scenes showing the getaway of the plane, sections of the forbidding white mountains and snowdrifts over which the airmen passed in their dash. Outlying theatres will present these pictures within the next few weeks. Make sure to see them."

**"The Devil Horse"—Pathe, Warners, New York City**

*World:* "The Devil Horse," Pathe's latest Hal Roach feature

production presenting Rex, the beautiful black stallion also came in for a goodly share of the praise on the part of Quinn Martin of the *World*, his review of which ran as follows: "The amazing 'intelligence' exhibited by Rex, the big black horse actor, in 'The Devil Horse' at Warner's indicates again the importance of painstaking direction, camera work and as-sembling or, as we say in the cinema, 'cutting' of the subject. Nor will this spectacle of an animal acting as if he had good sense provide any special joy for those human players of the screen who find it beyond them to register understandable emotions. Every picture of Rin-Tin-Tin and Rex, may after all, serve to the benefit of us all, since one day the boys and girls who fail to express anything at all in their performances may find the task too filled with this type of humiliating competition to go on.

"If a horse and a dog can do it, and I can't, let us hope they may, in time, fall to thinking, 'I guess it's about time for me to quit and leave the field clear to those who find at least a little success in the business.'"

"But, 'The Devil Horse,' edited and titled by a man who knew how to write action into pictures, and so arranged as to make the utmost

of the illusion that Rex knew what it was all about, seemed to me to be smart work. This is a good picture play and it is not good merely on the ground that it is novelty."

**"Les Miserables"—Universal, Carnegie Hall, New York City**

*Daily News:* "'Les Miserables' is a magnificent picture with some of the finest acting on the part of at least eight members of the large cast that any picture has contained. The most impressive characterizations are given by Gabriel Gabrio as Valjean, little Andree Rolane as the child Cosette, Mme. Renee Carl as La Thenardier, M. G. Sailard as Thenardier, Mme. Sandra Milowanoff as Fantine and Paul Jorge as Mgr. Myriel. Charles Radiole as the street gamin. Gavroche gives an excellent and touching portrayal. The photography, as has been noted in commenting upon other foreign films, is of the best, surpassing much that we see in this country."

*Sun:* "Though many impressive foreign motion pictures have been exhibited in this country in the last two or three years, few of them have carried with them so compelling a conviction of fidelity to an old art and craftsmanship in a new one as the French motion picture

version of Victor Hugo's 'Les Miserables,' the picture is more than a spectacle. It makes vital for another generation the great story of redemption that Victor Hugo wrote."

*Times:* "An ambitious French film translation of Victor Hugo's immortal classic, 'Les Miserables,' was presented last night at Carnegie Hall before an invited audience which included many distinguished persons. The feature was prefaced by a fascinating prologue in which the principal characters of the story were introduced in the flesh, while at a table sat an actor impersonating the author. The outstanding performances are given by Gabriel Gabrio and little Andree Roland, who figure, respectively, as Jean Valjean and Cosette as a child. Jean Toulbout is also impressive in the role of the haunting Javert. Throughout the narrative it is obvious that Henri Fescourt, the producer, has endeavored to reflect most faithfully the work of the author, and in this he is materially assisted by M. Gabrio's earnest performance. The costumes and the detail of the stage settings have been for the most part reproduced in a way which could only be done in France by her native sons."



# Definite demand

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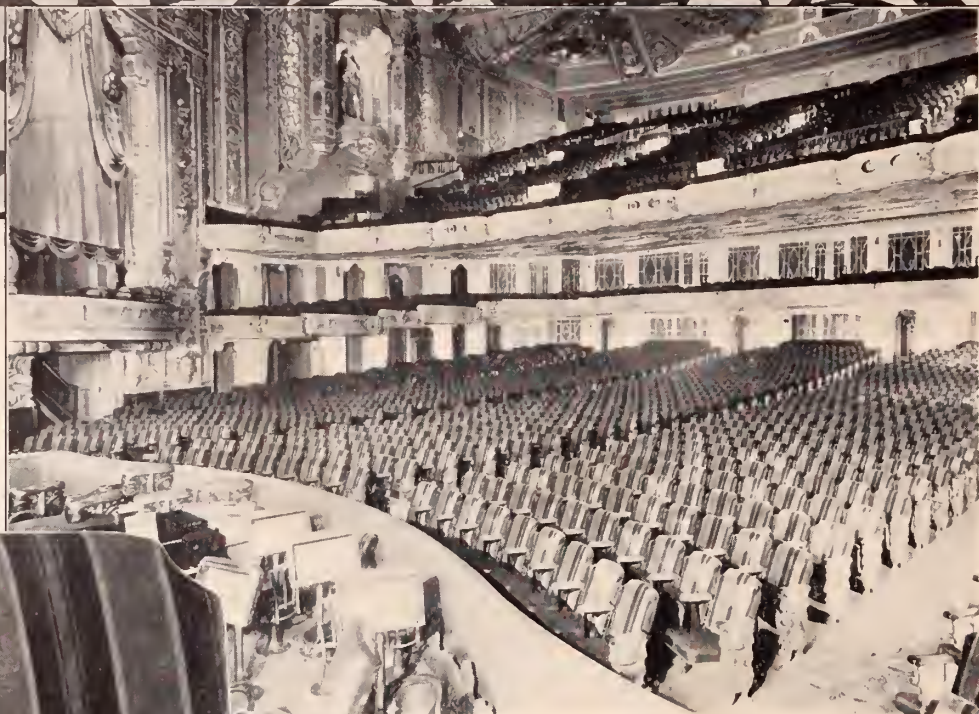
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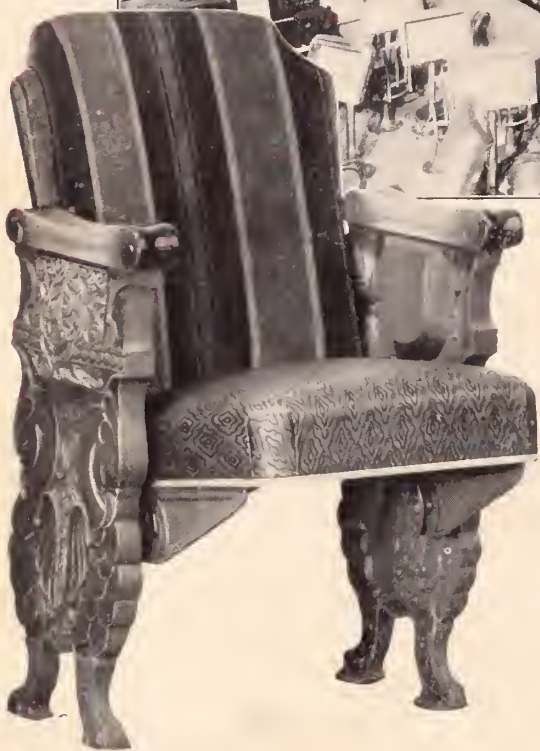
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architects and Frank  
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September 11, 1926

# Motion Picture News

Reg. U. S. Patent Office

## BLARNEY

with the star of 1926-27

SHE IS RAVISHING  
Melisande of "The Big Parade"

SHE IS BEAUTIFUL  
Musette of "La Boheme"

SHE IS CAPTIVATING  
Peggy Nolan of "Blarney"



RENEE ADOREE

MARCEL  
DE SANO'S

production  
RENEE ADOREE  
RALPH GRAVES  
from the story  
"In Praise of James Carabine"  
by Donn Byrne

"Blarney" is a *Big Picture*  
and you know it comes from  
*Metro-Goldwyn-Mayer*

Entered as second class matter April 22, 1920, at the Post Office at New York, N. Y.,  
under act of March 3, 1879

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GESTE**

**A HIT!**



**"BEAU GESTE"**  
*at \$2. a seat is*  
*the* **SEN-**  
**SATION**  
**OF BROAD-**  
**WAY!**



**READ THE NEW**

NEW YORK TIMES  
 THURSDAY  
 AUGUST 26, 1926.

**THE SCREEN**  
 By MORDAUNT HALL.

"Something different"

"Adventure, romance, mystery are skillfully linked"

"Remarkable suspense"

"Spectacular scenes"

"Ronald Colman is easy and sympathetic"

"Noah Beery gives an unforgettable performance"

"Alice Joyce is charming, Norman Trevor effective, William Powell gives excellent character study"

THE EVENING WORLD  
 THURSDAY, AUGUST 26, 1926.

**REEL REVIEWS**  
 —By Palmer Smith—

"'Beau Geste' is an achievement!"

"Ranks among the great spectacles"

"A tense and gripping mystery"

"A notable cast"

"Character portrayals of striking merit"

"Unusual theme"

ADOLPH ZUKOR and JESSE L.

HERBERT BRENON'S

**"BEAU GESTE"**  
**RONALD COLMAN**



# YORK CRITICS!

HERALD TRIBUNE  
THURSDAY  
AUGUST 26, 1926

"Beau Geste" Tells  
Stirring Adventures  
Of Foreign Legion

New Paramount Film at  
Criterion Has Striking  
Setting in Sahara; Noah  
Beery Shines as Sergeant  
By Richard Watts Jr.

"A triumph"

"Extraordinary  
beauty"

"Highly effective  
melodrama"

"Full of rich  
visual beauty"

"Moves rapidly  
and stirringly"

"Brilliantly acted  
in every one of  
its roles"

THE NEW YORK SUN.  
THURSDAY, AUGUST 26, 1926.

'Beau Geste,' With Its Legionnaires, Thrills at  
the Criterion Theater.

By John S. Cohen Jr.

"Paramount has a great hit"

"'Beau Geste' deserves to be a hit"

"The year's greatest melodrama"

"A thriller of the finest  
pictorial order"

"Brenon's direction masterful"

"Suspense, acting and visual  
effects of the first  
magnitude"

"Striking scenes of the  
legionnaires"

"There have never been  
such staggering and  
effective shots"

"Wealth of good  
acting"

ASKY PRESENT

RODUCTION

ESTE"

AN

ALICE JOYCE • NEIL HAMILTON  
NOAH BEERY • MARY BRIAN  
WILLIAM POWELL • NORMAN TREVOR  
RALPH FORBES • VICTOR McLAGLAN

a  
Paramount  
Picture

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is the best seller  
of the day



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is running in such  
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CLEVELAND PLAIN DEALER  
KANSAS CITY STAR  
PHILADELPHIA RECORD  
SAN FRANCISCO NEWS  
PITTSBURGH CHRON. TEL.

"BEAU GESTE"  
THE TALK OF THE HOUR!



# BEAU GESTE

IS ONE MORE  
BIG REASON WHY

*Paramount  
Pictures*



OUTCLASS THE FIELD





**THRILLS!**  
**THRILLS!**  
**THRILLS!**

*Presented by  
A. Carlos*

*Directed by  
Mason Noel*

*Written by  
Frank Howard Clark*

**N**EVER before have such sensationally spectacular midair stunts been filmed. Never before has such a world of drama, romance and laughs been crammed into a picture that ENTERTAINS as it thrills. Big cast includes Kathleen Myers, Carmelita Geraghty, Joseph J. Girard, Eddie Gribbon and Frank Tomick. Story tells of air mail bandits, intrigue and love. Man, the daredevil stunts in this one will keep 'em gasping. It's a knockout—and IT WILL GET THE MONEY! Grab it—QUICK!!!

**AL WILSON**  
*America's Most Sensational Stunt Flyer*

*in*  
**The FLYING MAIL**

DISTRIBUTED BY...

**ASSOCIATED EXHIBITORS, inc**

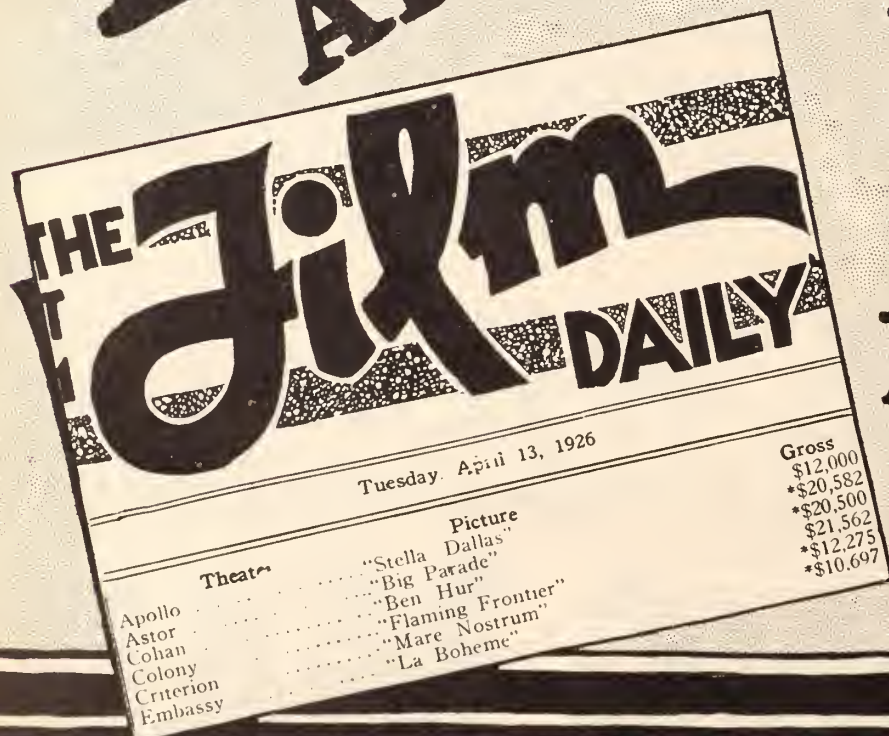
LEWIS J. SELZNICK, PRESIDENT.



# FLAMING

3 Weeks on  
**BROADWAY**  
AT \$2.00 TOP

Brought Back  
in  
**MIDSUMMER**  
and  
**TOPPED**  
**ALL FIGURES**  
**AT POPULAR PRICES**



Theater	Picture	Gross
Apollo	"Stella Dallas"	\$12,000
Astor	"Big Parade"	*\$20,582
Cohan	"Ben Hur"	*\$20,500
Colony	"Flaming Frontier"	*\$21,562
Criterion	"Mare Nostrum"	*\$12,275
Embassy	"La Boheme"	*\$10,697

*This is*  
**Universal's GREATEST Year!**



# FRONTIER

SCREEN

STAGE

TIMES SQ.

# VARIETY

PRICE  
20  
CENTS

Published Weekly at 154 West 46th St., New York, N. Y., by Variety, Inc. Annual subscription \$7. Single copies 20 cents.  
Entered as second class matter December 28, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.

56 PAGES

VOL. LXXXIV. No. 7

NEW YORK CITY, WEDNESDAY, SEPTEMBER 1, 1926

Colony—"The Flaming  
(U) (1,980; 50-75).  
brought this one back for single  
week and played to \$26,243.50, figure  
most unusual

An Edward Sedgwick Production

Presented by CARL LAEMMLE

Back in April at the Colony it topped all the big ones. Now in mid-summer it comes back to the same theatre against tough two-dollar opposition and TOPS ITS OWN RECORD BREAKING FIGURES!

*Universal ALWAYS Delivers!*



# LOS ANGELES AND

*The greatest audience*

# JOHN B "Don

WITH MARY ASTOR

The Greatest Sensation in Coast History  
**GRAUMAN'S EGYPTIAN**  
Los Angeles, Calif.

**SID GRAUMAN**  
*Wires the BIG NEWS!*

Sensational business with hottest weather in years. Will play to over a million people. Never anything like it—turned away over five hundred people to night which starts second week. Picture will be here indefinitely—a cinch for us. Keep going and Warner Brothers can write their own ticket. Regards."

**SID GRAUMAN**

**WARNER BROS. Production by the Produ**



# NEW YORK AGREE!

*picture ever produced!*

## ARRYMORE

## Juan //

DIRECTED BY ALAN CROSLAND  
STORY BY BESS MEREDYTH

The Sensation of the Season—4th. week  
**WARNER Theatre**  
New York, N.Y.

**SMASHING**  
**ALL RECORDS in NEW YORK**

All New York is mad over VITAPHONE and  
"DON JUAN"—the show without an equal.  
Every performance a sell-out—with hundreds  
turned away—advance sale weeks ahead clim-  
ing skyward—all records for business smash-  
—a WARNER BROS. Production that will  
write new screen history everywhere!

ers of 26 WARNER WINNERS for 1926-27



# Sure There's a Lot of Noise— Have Eyes, Haven't You?

Selling pictures is tougher than it was a year ago.

The number of theatres is increasing, but the number of buyers isn't.

They're decreasing.

There's a fight on for playing time.

Competition has reached the point where every man with film to sell is carrying a knife between his teeth.

Every man will tell you *his* company has *the* pictures.

The noise is terrific.

But you have eyes.

See for yourself.

Look 'em over,—features, short comedies and all the rest. That's the surest way of getting the cream, and that's the kind you've got to have if you want to flourish like the green bay tree.

Even if you have the pick of the features lined up for 1926-1927,—that doesn't let



# But You

you out. You've got to have the pick of the short comedies too.

Laughter is the most profitable thing you can sell your audiences.

Because a two reel picture is labelled "comedy" doesn't mean that it is one.

*Laughs* make a comedy. It takes *genius* to create laughs.

Mack Sennett is a comedy genius.

It's a very easy thing to get your local Pathe exchange to show you all the Sennett comedies you have time to see,— Ben Turpin, Mack Sennetts, Alice Days and The Smith Series

We don't have to tell you they're the pick of the two reel comedies. Your eyes will tell you that.

Forget the noise. Use your eyes.

**ELMER PEARSON**

Vice-President and General Manager,  
PATHE EXCHANGE, INC.



# Breaking



## What the Critics Say:

**SAN FRANCISCO EXAMINER:**

"Will be a success."

**SAN FRANCISCO CHRONICLE:**

"Should have long and prosperous run."

**SAN FRANCISCO CALL:**

"Sure-fire box-office bet."

**LOS ANGELES EXAMINER,**  
Louella Parsons:

"Just what the public has been crying for."

**CHICAGO TRIBUNE, Mae Tinee:**

"A film no Valentino fan will want to miss."

**LOS ANGELES RECORD:**

"Will undoubtedly be called Rudy's best film."

**NEW YORK AMERICAN:**

"Another commercial success."

**NEW YORK EVENING POST:**

"It is what the movie-goers want."

**NEW YORK TIMES:**

"It is a Western Thriller in an Arabian atmosphere."

**NEW YORK DAILY NEWS:**

"Let me recommend 'The Son of the Sheik.'"

**NEW YORK TELEGRAM:**

"They sat, thrilled in their movie seats."

**NEW YORK SUN**

"150% box-office picture"

**HARRISON'S REPORTS:**

"Good for all classes of theatres of all runs."

**FILM DAILY:**

"Looks like big money at the till."

**MOVING PICTURE WORLD:**

"Can be counted upon to fill any house of any type."



# Records Everywhere!

## CHICAGO

"4-big weeks at the ROOSEVELT. Returned to the TIVOLI to such business had to call out police."

## SAN FRANCISCO

"3-tremendous weeks at the IMPERIAL. Went like house afire for new records."

## BUFFALO

"Opened to largest single day in history of LAFAYETTE. Still playing to capacity business."

## MINNEAPOLIS

"Doing capacity business at the STRAND."

## NEWARK, N. J.

"Opened to tremendous business at RIALTO. Still packing them in."

## BROOKLYN, N. Y.

"LOEW'S METROPOLITAN breaks all existing house records."

## NEW YORK CITY

"2-smashing weeks at the STRAND. Opening day lines extended two ways around block."

"LOEW'S STATE breaking all records since house opened. Changed from regular three showings to four to accommodate crowds."

## KANSAS CITY, MO.

"Capacity business practically every performance at ROYAL. Held over for third week."

## SEATTLE

"Opened to largest Monday in history of COLUMBIA. Still playing to capacity business."

## ASHEVILLE, N. C.

"PLAZA, week capacity. Had to call police."

SAM DEMBOW, Public Theatres; in Variety: "Picture doing turn-away business."

## LOS ANGELES

"4-Record weeks at the MILLION DOLLAR."

## ATLANTIC CITY

"Week at the VIRGINIA to biggest demonstration ever seen."

## SPOKANE

"Opened to packed houses at the CLEMMER. Still turning them away."

## COLUMBUS, O.

"Broke Saturday house record at GRAND. Phenomenal business."

## CHARLOTTE, N. C.

"IMPERIAL opening so big had to call police. Looks like greatest week."

ED SCHILLER, Loew Organization in Variety: "All showings of record-breaking proportions."

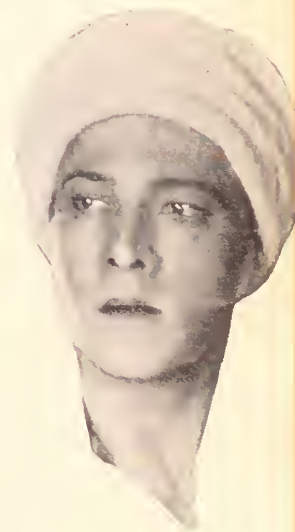
# RUDOLPH VALENTINO

in

## "The SON of the SHEIK"

with VILMA BANKY

a GEORGE FITZMAURICE production

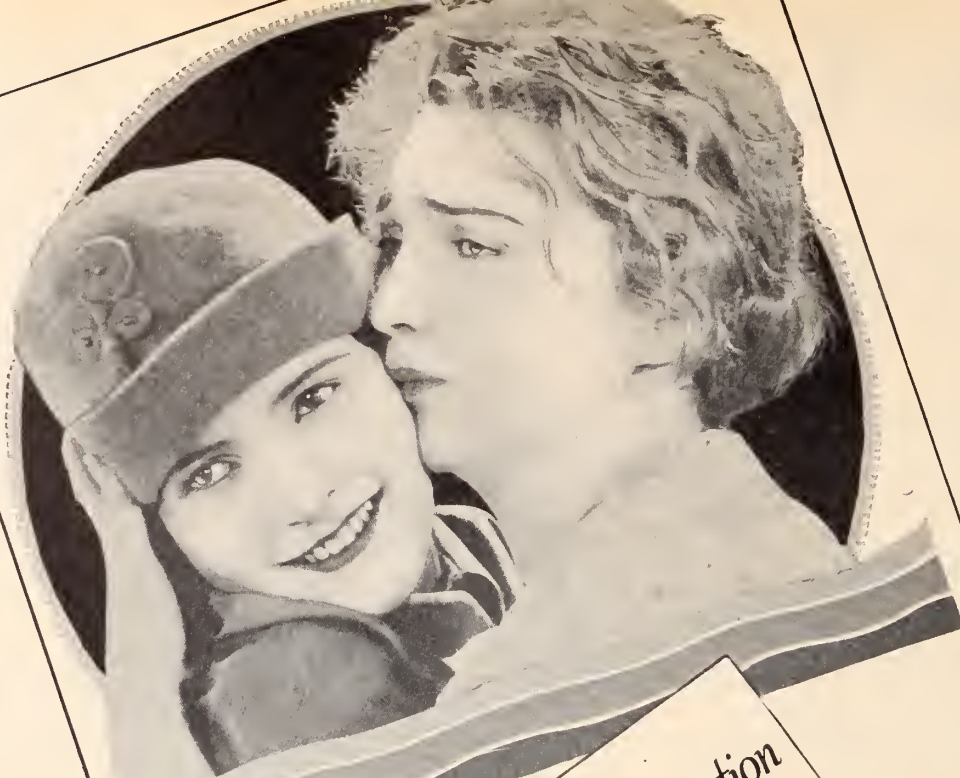


A sequel to the 'Sheik'  
from the novel by E.M. HULL  
Adapted to the screen by Frances Marion

UNITED ARTISTS PICTURE

Every picture sold individually--on merit





Samuel Goldwyn  
presents

The  
HENRY KING production  
**STELLA DALLAS**

with  
Ronald Colman Jean Hersholt  
Belle Bennett Lois Moran  
Alice Joyce Douglas Fairbanks Jr.

From the famous novel  
by  
Olive Higgins Prouty  
Adapted for the screen  
by  
Frances Marion



A reproduction of the ticket-selling Insert Card, 14 x 36, available at United Artists exchanges.

*From the Critics*

LOS ANGELES TIMES: "Really one story in a thousand."

ILLUSTRATED NEWS: "'STELLA DALLAS' is a great picture."

LOS ANGELES EXAMINER: "Marvelous and magnificent."

LOS ANGELES EVENING HERALD: "'STELLA DALLAS' stands out as one of the finest examples of cinematic art. Congratulations, Samuel Goldwyn."

NEW YORK MORNING TELEGRAPH: "The picture of the year and the greatest story of mother-love ever screened."

NEW YORK MIRROR, Dorothy Herzog: "Don't miss seeing 'STELLA DALLAS.' You'll never forgive yourself if you do."

NEW YORK TIMES, Mordaunt Hall: "Tells a story surely, faithfully and earnestly."

NEW YORK WORLD, Quinn Martin: "Easily among the best and deserves success."



# "STELLA DALLAS"

## The Capacity Business Picture

### PORTLAND, OREGON

"Doing capacity business now at the PEOPLE'S, where it is scheduled for three weeks' run."

### PHILADELPHIA, PA.

"Business so great at STANTON run has been extended to *fourth week*."

### NORFOLK, VA.

"Now playing to tremendous business at the LOEW'S STATE."

### NEW YORK CITY

"Played to big business at advanced prices for *25—weeks* at the APOLLO."

"Moved to the CAPITOL for *2 smashing weeks* at popular prices."

### AKRON, O.

"7—phenomenal weeks at the WALDORF."

"Returned to big business at the ORPHEUM."

### CHICAGO

"Had *4—tremendous weeks* at the ROOSEVELT."

### BALTIMORE

"Capacity business at the CENTURY."

### DENVER

"2—*great weeks* at the VICTORY."

### LOS ANGELES

"Was the sensation on the coast for *6—big weeks* at the FORUM."

### MEMPHIS

"Broke all records at the PUBLIX PALACE."

NEW YORK JOURNAL, Rose Felswick: "The most tender, the most emotionally artistic film offering of its kind I have ever seen."

CHRISTIAN SCIENCE MONITOR: "One of the most remarkable accomplishments to be recorded in the scant 11 years of feature pictures."

NEW YORK DAILY NEWS: "'STELLA DALLAS' is undoubtedly one of the best pictures of the year."

THE NEW YORKER: "It is the greatest picture ever made."

PHOTOPLAY: "A masterful piece of work."

MARTIN QUIGLEY in EXHIBITORS HERALD: "I rank it with the finest dramatic creations of the screen."

MOVING PICTURE WORLD: "One of the finest pictures ever made."

PHILADELPHIA PUBLIC LEDGER: "'STELLA DALLAS' is one picture in a thousand."

BOSTON POST: "The greatest story of mother-love ever filmed."

BOSTON DAILY ADVERTISER: "'STELLA DALLAS' is one of the year's finest photoplays."

SAN FRANCISCO CHRONICLE: "It is a great picture."

CHICAGO HERALD AND EXAMINER: "'STELLA DALLAS' is a film drama that grips you."

SAN FRANCISCO BULLETIN: "Is screen's great drama."

SAN FRANCISCO CALL: "Be voted the greatest picture of 1926."

CHICAGO DAILY JOURNAL: "One of the great films of the season."

ST. LOUIS TIMES: "Not only worth *your* seeing—it is a picture you should not miss."

CLEVELAND PLAIN DEALER: "Wins year's applause."

*Released by*

**UNITED ARTISTS CORPORATION**

Every picture sold individually on merit



# TIDAL WAVE W ATLANTIC CITY

Super-idol of Nation's  
Millions Cracks Beach

Metropolis Wide Open in Record-smashing Seashore Premiere . . . . .  
Strand Theatre, week Aug. 27th. Beauty Pageant and Dempsey in  
Training do a complete Fadeout while Sport-mad Throngs pay  
Frenzied Tribute to the Galloping Ghost . . . . . Most Sensational  
Star in the History of Motion Pictures!

All set for OFFICIAL WORLD PREMIERE  
COLONY THEATRE, B'WAY,  
—NEW YORK SUN, SEPT. 5th.



# RED GR

A Sam Wood  
Production

in  
**ONE MINUTE**

(By Arrangement with C. C. Pyle and





## JUST A BIT OF THE SPRAY

PB 81 137 4 EXTRA NL  
Atlantic City NJ 26

Joseph P Kennedy  
President Film Booking  
Offces 1560 Broadway New  
York N Y Worlds premiere  
showing of Red Grange pic-  
ture One Minute To Play  
Strand Theatre most con-  
spicuous success ever known  
stop Theatre taxed to ca-  
pacity Red Grange firmly  
established himself as a  
permanent favorite and was  
acclaimed by all to be the  
find of the films stop You  
are to be congratulated for  
producing such a cinema  
masterpiece.

P Mortimer Lewis  
Menag'rg  
Director  
Strand Theatre

JOSEPH P. KENNEDY  
presents

# GRANGE

## TO PLAY

(E. Shallerberger)

Story by  
Byron Morgan

Distributed by  
**GREATER  
FBO**

FILM BOOKING OFFICES  
OF AMERICA, INC.



# COLUMBIA SCORES.

The Lone Wolf Returns

*featuring*



BERT LYTELL ~ BILLIE DOVE



"A BOX-OFFICE wallop at the California Theatre, Frisco, to the tune of \$16,500. No money like this in eleven months."—*Variety*.

Biggest gross in months at McVicker's, Chicago. \$24,000 for the week.

Strand Theatre, Des Moines, called it biggest box-office bet in months. Record breaking business for four days.

The Broadway, New York, stood 'em up for one week.

Booked by Orpheum, Publix, Fox, West Coast, Loew, Saenger, Universal and other big circuits and first runs.

The Belle of Broadway

*featuring*



BETTY COMPSON



A NOTHER Columbia box-office wallop. The Film Mercury says:

"If all motion pictures were as well and carefully thought out and executed as this one, there would be little complaint.

"For story value, continuity, direction and all-around team work, 'The Belle of Broadway' is miles ahead of at least nine-tenths of the program pictures of Paramount, First National, Universal and Fox.

"This effort deserves a first run far more than many that get it."

*Production  
Supervis.*

Every one of the Twenty-four Hits because they are made by



COLUMBIA  
A National



# FOUR CONSECUTIVE HITS!

Obey The Law  
*featuring*



BERT LYTELL~EUGENIE GILBERT



"THE Lone Wolf Returns" made them come back for some more of the same.

Here it is. A sequel story with Bert Lytell again playing one of his super-crook roles.

It's high-powered melodrama. Romance and adventure in the underworld. Adapted from a playlet by Max Marcin, famous author and playwright, who wrote the sensational stage and screen success, "Silence."

A supporting cast of "big names" and directed by Al Raboch.

Sweet Rosie O'Grady  
*featuring*



SHIRLEY MASON



MILLIONS, who have sung or whistled the mellow tune and the catchy words of this sweet old song, will be waiting for this one.

They've been told it's coming. Through announcements in The Saturday Evening Post. Winsome Shirley Mason is "Rosie O'Grady" come to life from the pages of this old song.

Your audiences will marvel at her triumphant transition from a Cinderella of the sidewalks to a society lady.

Directed by Frank R. Strayer.

Columbias will be Box-office  
Showmen for Showmen ~ ~  
PICTURES  
*Institution*



by  
Larry Cohn



**PAULINE  
FREDERICK**



In a Greater Drama than  
**"MADAM X"**

# **"DEVIL'S ISLAND"**

W I T H

MARION NIXON  
JOHN MILJAN

GEORGE LEWIS  
LEO WHITE

HARRY NORTHRUP  
WILLIAM DUNN

A drama of white-hot passions on the island  
of lost men.

The first film play of the prison-home of Captain  
Dreyfus.

The story of the strangest marriage market in  
all the world.

A drama of mother-love—and hate—set in the  
world-renowned French penal settlement at Devil's  
Island.

**Playing First Runs Everywhere-NOW**

**IT'S**

**NATIONALLY**

**ADVERTISED**

**A Chadwick First Division Picture**





two giant  
specials  
for release  
in September  
usher in new  
and greater  
season for  
P.D.C.  
exhibitors

DeMille-Metropolitan

1926-1927

Pictures





CECIL B.  
DE MILLE

# 2 new picture marvels from the DeMille studios

Cecil B. DeMille inaugurates the greatest program of motion picture entertainment in the history of the industry with two superlative productions, "GIGOLO," starring Rod LaRocque, and "YOUNG APRIL," featuring Joseph Schildkraut, Bessie Love, Rudolph Schildkraut and Bryant Washburn.

*Made for Entertainment Purposes—Absorbing in Story, Lavishly Produced, with Box Office Favorites in Appealing Roles—They Are Typical of the Best Product of DeMille, the Master Showman!*

# ROD LA ROCQUE *in* GIGOLO



(Pronounced Jēē-gō-lō)

FROM THE STORY BY  
**EDNA FERBER**  
WITH **JOBYNA RALSTON**  
& **LOUISE DRESSER**  
ADAPTED BY GARRETT FORT  
CONTINUITY BY MARION ORTH  
SUPERVISED BY  
**C. GARDNER SULLIVAN**  
DIRECTED BY **WILLIAM K. HOWARD**  
PRODUCED BY  
DE MILLE PICTURES CORPORATION



ROD LA ROCQUE



JOBYNA RALSTON



WILLIAM K. HOWARD  
Director






A close-up of gay and irresponsible Paris and the Riviera, with Rod La Rocque in his greatest role as "King of the Gigolos"—an engrossing never-to-be-forgotten characterization.



# Young April"

## THIRTY DAYS OF BURNING ROMANCE

APRIL

SUN.	MON.	TUES.	WED.	THUR.
EVERY	DAY	A	THRILL	
				

Spring in Paris! A month for his last fling before he married a Grand Duchess he had never seen—the wine of youth effervescing in his veins! No wonder the handsome young Prince surrendered himself to love and the arms of the beautiful girl who intrigued his heart!

Thirty days of burning romance—and the Prince forgot titles, responsibilities and the Grand Duchess. How could he know the girl he really loved was the Grand Duchess?

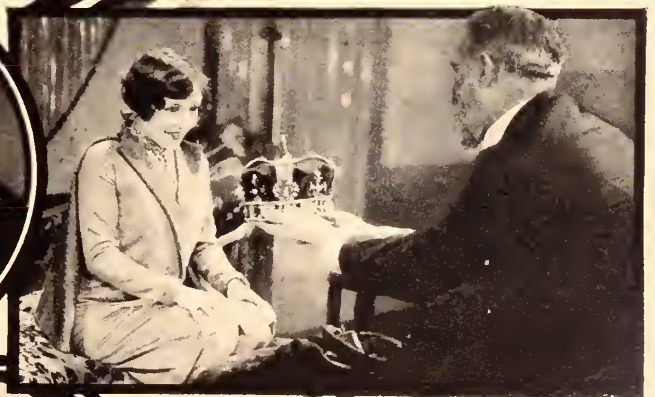
Here's a veritable cinema cocktail, sparkling with romance, drama, comedy and action galore! A story that will grip you—with a climax that will pull you right out of your seat in thrilling excitement!



JOSEPH SCHILDKRAUT



RUDOLPH SCHILDKRAUT



DONALD CRISP  
Director

WITH JOSEPH SCHILDKRAUT  
BESSIE LOVE  
RUDOLPH SCHILDKRAUT  
a DONALD CRISP production  
Adapted by JEANIE MACPHERSON  
and DOUGLAS DOTY  
From the novel by EGERTON CASTLE Supervised  
by WILLIAM SISTROM-Directed by DONALD CRISP  
Produced by DEMILLE PICTURES CORPORATION

BESSIE LOVE

RELEASED BY  
PRODUCERS DISTRIBUTING CORPORATION



# COMING

## AL CHRISTIE'S SUPER COMEDY SPECIAL



HARRISON  
FORD



CHESTER  
CONKLIN



PHYLLIS  
HAVER



MACK  
SWAIN



# THE NERVOUS WRECK

with  
HARRISON FORD ~ PHYLLIS HAVER  
CHESTER CONKLIN, MACK SWAIN and HOBART BOSWORTH

Adapted by F. McGREW WILLIS

From the dramatization by OWEN DAVIS

Based upon the story "THE WRECK" by E. J. RATH

Produced on the stage by LEWIS and GORDON

Directed by SCOTT SIDNEY

THE  
COMEDY  
COLOSSUS  
OF  
1926-27

RELEASED BY PRODUCERS DISTRIBUTING CORPORATION

F. C. MUNROE, President RAYMOND PAWLEY, Vice-President and Treasurer JOHN C. FLINN, Vice-President and General Manager  
Foreign Distributors Producers International Corporation 130 West 46th Street New York, N. Y.  
Member of Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President



# First of the FOX giants and how it clicked !

## 3 BAD MEN

Based on Herman Whitaker's novel  
"Over the Border"

with

George O'Brien	Olive Borden
J. Farrell Mac Donald	
Tom Santschi	Frank Campeau
Lou Tellegen	Alec B. Francis
Priscilla Bonner	

JOHN FORD Production

"A wow from beginning to end!"

says Fred Shader in VARIETY, and goes on:

There are scenes in it as effective as the wagon train in the "The Covered Wagon," and the thousands in the mad race across country when the government lands are open to the public is bigger than anything of its kind that has been shown in a picture. . . . John Ford, who directed, has turned out a special in the fullest sense of the word—a picture that certainly will be a winner at the box office of the picture houses. —This is a super-western and every bit as big as the "The Iron Horse."

"One of the great thrills of the screen!"

says William A. Johnston editorially in the MOTION PICTURE NEWS. He continues:

The camera's sweep gives the impression of a mile-long line of closely packed wagons, horses, men, women and children—raring to go to the gold fields. Fifteen thousand extras were employed, say the Fox press sheets. For the first time in press sheet history the number seemed underestimated. This picture is confidentially said to have cost \$800,000. John Ford spent a year at it. . . . It has bigness, beauty, dramatic power and enthralling interest.

"Bigger than The IRON HORSE!"

says John S. Spargo in EXHIBITORS HERALD, and further:

It is safe to say that this is the most ambitious and costly Western that has yet been put on the screen. The sets are not only massive, but artistic to the extreme, and the whole production abounds in beautiful and remarkable photography. . . . The entire story of the three bad men who turned good for the protection of a lone girl and her sweetheart is pictured with unusually fast action, and there is never a dull moment.

"We heartily recommend it as a money maker!"

says Arthur James in MOTION PICTURES TODAY:

If "The Iron Horse" was a great picture then "3 Bad Men" is a tremendous picture. . . . It makes good on all the sales promises that Jimmy Grainger made, and suits everybody concerned.

**The Big Surprise Picture of the Year !!!**

As Published in  
McCLURE'S  
MAGAZINE

**SUMMER BACHELORS**

by Warner Fabian  
author of  
"Flaming Youth"

with **MADGE BELLAMY**

**ALLAN DWAN** production

it's a  
**FOX**  
profit  
picture



Why Theatres of every class

# FOX Greater Short Subject

52

The Fox short subject schedule for 1926-27 includes 52 two-reel comedies—one box-office gem for every week in the year. With Fox News and Fox Varieties, this gives theatres of all classes a strong line-up of surefire entertainment to build up a steady patronage.

Fox short product—the world's finest—is found on the screens of the country's most discriminating showmen.

ONE A WEEK

## 8 VAN BIBBER

Starring EARLE FOXE in a new series of hilarious adventures from the stories by RICHARD HARDING DAVIS.

## 8 HELEN *and* WARREN

with KATHRYN PERRY and ALLAN FORREST in the title roles of these inimitable stories of married life by MABEL HERBERT URNER.

## 8 O. HENRY

Sparkling two-reelers with the whipcracker climaxes of the original O. HENRY stories, with exceptional casts. Based on the world's most noted short fiction.

## 8 ANIMAL COMEDIES

A new series of Fox comedies, clean amusement with little Jerry the Giant, surrounded by the best troupe of animal comedians ever assembled in two-reelers.

## 20 Imperial Comedies

IMPERIALS are proved money makers. Every one is laden with laughter, beautiful girls and the last word in surefire merrymaking. You can bank on these for box-office pull.

## 26 FOX VARIETIES

The World We Live In is brought to the screen from the far corners of the earth, from our own great land, and

perhaps just around the corner from you to make this great series of single-reel novelty pictures.

## 104 FOX NEWS

The public today depends upon the newsreel for a timely, truthful and entertaining pictorial summary of the world's

current events. Honesty, enterprise and entertainment are the watchwords of FOX NEWS.



# are enthusiastically booking 1926-27 Product

QUALITY  
SPEED  
NOVELTY  
BEAUTY  
CASTS

Names like Earle Foxe, Florence Gilbert, Allan Forrest, Kathryn Perry and Arthur Housman, George Harris, Gladys McConnell and Lige Conley mean something at the ticket window. Fox Comedies are as carefully cast as the big Fox Giant Specials.

Exhibitors the world over acknowledge Fox short subjects are the last word in quality entertainment. Exactly the same care and attention that are given to feature pictures are centered upon the production of Fox shorts. They are gems in Tiffany settings.

Fast action is the keynote of Fox comedies. Whether they are based on stories by O. Henry and Richard Harding Davis or on originals by Comedy Chief Marshall's competent crew, speed is of the essence. Fox Comedies step right along, and there's a laugh a minute.

New stunts, new gags and fresh titles fill Fox comedies with real mirth. No custard pies, slapstick and antequated alleged comedy gags. The result is a full schedule of ingenious, unusual and sparkling fun pictures.

Beautiful girls and opulent settings give Fox Comedies their full measure of beauty. Cameramen are searching the world for beautiful subjects to be transferred to the screen in Fox News and Fox Varieties. Locations, stories and direction all are treated from the showmanship angle and are as seriously treated as though each "little giant of the screen" were to be the biggest feature ever released.

All Fox Comedies supervised  
By GEORGE E. MARSHALL





# Extra!

# Reviews cover Constance with glory!

Some headliner in her latest and greatest! Whirlwind welcome wherever she goes.

A RINGER for "Her Sister from Paris" and "Her Night of Romance"...

A BELL-RINGER for your Box-Office!



Joseph M. Schenck  
Presents

## CONSTANCE TALMADGE

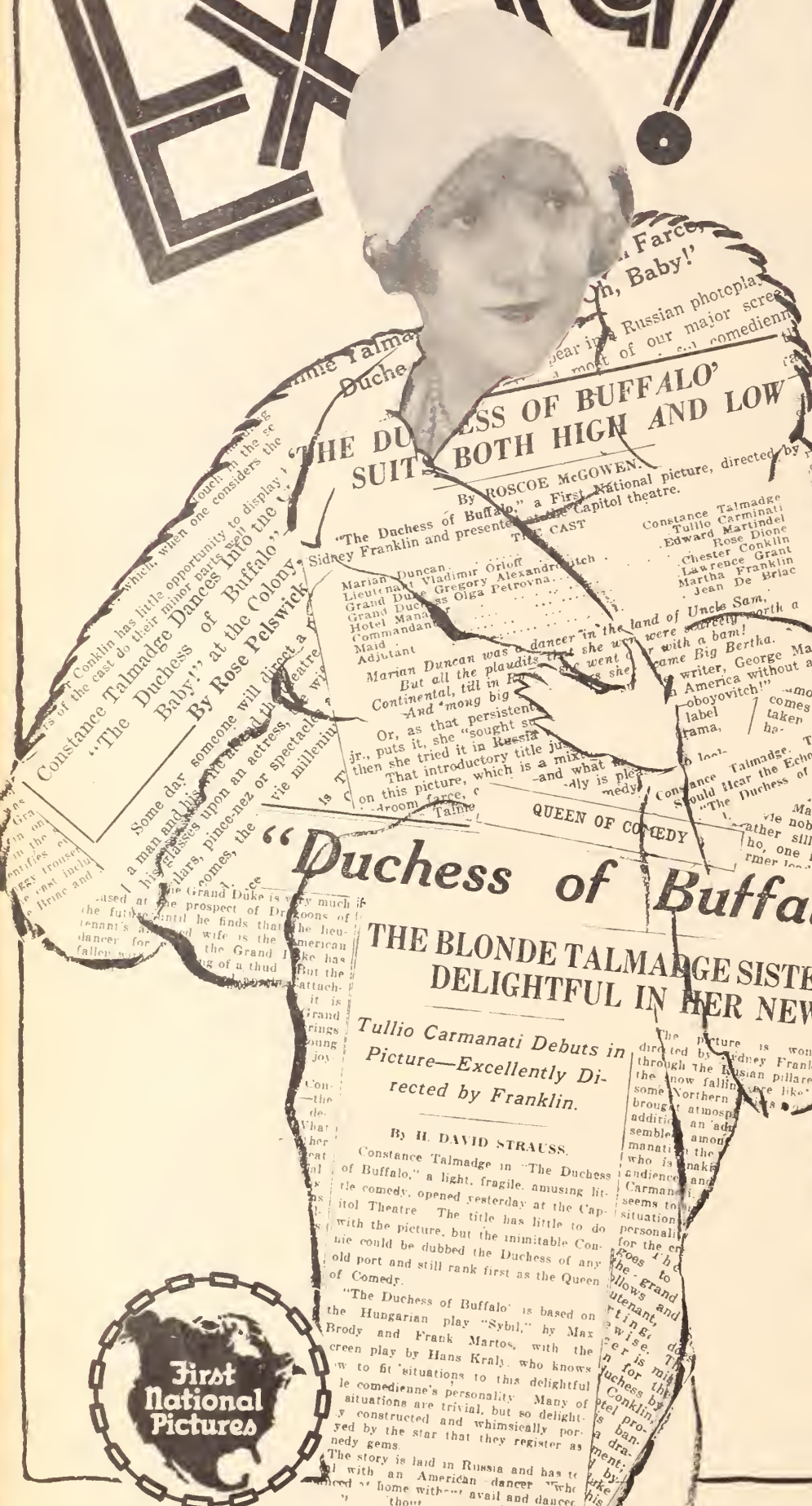
in  
**The Duchess  
of Buffalo**

with  
**Tullio Carminati**

Screen story by HANS KRALY

Based on the Hungarian Play "Sybil", written  
by Max Brody and Franz Martos

A SIDNEY FRANKLIN  
Production



# A First National Picture



# Motion Picture News

Volume XXXIV

NEW YORK CITY, SEPTEMBER 11, 1926

No. 11

## Mergers

A PRODUCER-DISTRIBUTOR executive, with whom I talked last week, was bitter in his denunciation of the buying tactics of large chains of theatres.

"The long and short of it is this," said he: "they are buying pictures at such unfairly low prices, that virtually they are enabled to purchase more theatres with the producer-distributor's money. That's what it amounts to."

Whether we accept this radical conclusion or not, the fact remains that serious cuts are being made today in the prices offered by the larger aggregations of theatres. If the prices are too low to permit a producer-distributor profit, then, assuredly, there is something to think about!

\* \* \*

When theatres began to chain up in a large and general way, about two years ago, I discussed the matter at length with one of those most prominent in the chain movement. He cited the increased advantages in the way of efficient management and increased public service, all of which points were beyond argument.

I ventured, however, the opinion that if this association of buying power were used, in sledge-hammer fashion, to put rental prices down to where picture quality and even quantity were threatened, that the result would be bad.

He agreed and said that prices would not be cut. But apparently they are being cut.

\* \* \*

Theatres have always gone along as if picture production was a sort of artesian well from which a steady flow was automatic and to be expected.

Suppose the flow dries up? What value has the billion dollar investment in picture theatres?

Or, suppose, the flow becomes pinched? Suppose pictures get worse instead of better. What then is to happen to the millions of cash going constantly into higher class seats for higher class patronage?

It's a serious enough question to put to any progressive theatre owner.

\* \* \*

The pinching process put upon producer-distributors will result, first of all, in mergers. Protective alliances.

And mergers will put the control of picture making in very few hands, the same hands, of course, which also own theatres.

If that is what the theatres want they are going to get it.

What it means is this: that theatre control will bring about picture control. And then it is pretty easy to see picture control and theatre control in the same hands.

All of which may be economic. Distribution costs will be greatly lessened; and production will have an assured theatre market. And certainly we need economies.

But the important question—the all important question—still remains: what about the public? How about the public market?

That's the big market to consider. Will our production forces continue to expand, so that in turn we will hold and increase the public patronage? That's the one big question underlying the entire industry. It is the first and foremost concern of every theatre, every chain of theatres, and last, but not least, the producer-distributor who also owns theatres.

*W. A. Johnston*



# MOTION PICTURE NEWS

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## Speaking Editorially

**T**HIS week's editorial on press book bunk is contributed by Roy W. Adams, of the Pastime Theatres, in Mason and Williamston, Mich. Mr. Adams presents the view of the exhibitor in the small town and what he has to say is very much to the point:

"Your editorial, with comments by Mr. Malaney, of Loew's Ohio Theatres, on press book bunk, is very interesting, but why does Mr. Malaney imagine that the average press book is any more useful in a small town than a large one?"

"I am operating theatres in two towns of less than two thousand population each, and I'm in personal touch with a large percentage of my patrons. What they ask me personally about coming attractions, and what I try to tell them in my newspaper stories each week, is this: Who are the players (and who is the author, if he is a popular writer) and is it a good, clean, lively, amusing and entertaining story?"

\* \* \*

**I**F I have seen the picture I tell them what I know about it; if not, then I painfully sift the bushels of chaff in the press book in the hope of gleaning a grain of truth about the picture, and usually end by throwing the press book away, and looking up the review of the picture in MOTION PICTURE NEWS.

"I want to hit off each picture in about 200 words, and about once in a hundred times (and this is no exaggeration) I find something in the press book that will serve without alteration, and occasionally a catchline that is descriptive, and is sensible enough to appeal to persons of judgment, so that it is of value in an advertisement.

"My people don't care who punched the sprocket holes, or who watered the camera man. Also, I maintain that it's a grave crime against our art for press stories to reveal technical secrets of production, and so destroy a picture's illusion of reality, instead of maintaining it."

\* \* \*

**T**HOMAS A. EDISON'S views on the future of the industry are set forth in *The Exhibitor*, of Philadelphia, and contain a forecast by the famous inventor of what may be expected in the next thirty years. The article is by Fred Sully, associate editor of *The Exhibitor* and Philadelphia correspondent of MOTION PICTURE NEWS. Mr. Sully writes:

"Looking into the future—and there are few who will deny that Mr. Edison's foresight is almost prophetic—he sees and predicts many important changes

in the development of the motion picture in the next thirty years. The time will come when the public will see a motion picture of full stage size. It will require a larger film, a larger machine, and will bring out every detail that the present film does not encompass. There will, of course, be a greater expenditure involved in making a picture of this type, but the people will be willing to pay more for it. Perhaps it may not survive long, but someone will introduce it as a specialty. It may not be practical, but Mr. Edison sees in it one of the next important steps in the development of the motion picture.

"In the radio-movie, which has come in for some share of publicity within the last year or so, Mr. Edison sees no great possibilities as an agent for entertainment. It does not seem to have those qualities that retain public interest, and does not further seem to admit of conversion to general and practical uses. The cost will be apart and away from the pocketbooks of the masses, and there will be that same disillusionment that was characteristic of the talking motion picture and very largely accounted for its lack of popularity in this country."

\* \* \*

**C**ONTINUING his summary of Mr. Edison's views, Mr. Sully says: "A man who, being both of the masses and of the classes, he has studied the public reaction to the photoplay, and sees that it is the 25 to 40 cent shows that suit the pocketbook of the masses. He sees their growing appreciation of what is well done, and because of this the cheap and tawdry will before long be eliminated.

"The projection angle of the picture, he has seen improve. Color photography has been introduced; the flickering and eye strain have been eliminated; film may now be obtained in abundance, and the first thirty years have been replete with changes and improvements. In the next thirty years, too, there will be equally as important innovations because the motion picture is the object of too much study and research to remain stagnant or to retrogress."

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*IT is whispered that a new deal in the Roxy Theatre is in force, admitting a prominent producer - distributor. . . . "Beau Geste" is going strong at the Criterion. . . . "So This Is Paris" is in for an extended run at the Cameo. . . . "Red" Grange arrives Sunday and will appear at the first two opening nights of his picture at the Colony. . . . Dudley Field Malone is besieged with picture offers for Gertrude Ederle, whose stock went up after the New York parade indicated her most pleasing personality. . . . Albert Grey, in charge of Famous' road show department, is busy with "Beau Geste," "Sorrows of Satan," and "Old Ironsides." . . . Valentino's "Son of the Sheik" going strong everywhere. . . . Such are some highlights of Broadway this week.*

# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston

past few days such plays as Selwyn's "Adorable Liar," Owen Davis' new thriller "The Donovan Affair," and Florence Moore's "She Couldn't Say No," have opened there just preceding the New York premieres. The audiences include New York's leading producers, professionals and critics.

PASSING through the Hays' offices last week, I saw tables piled high with press clippings and a lot of girls feverishly at work filing and pasting them in large scrap-books. Many were full-page advertisements. Texas was to the fore, among the states. All in all, it was literally a deluge of publicity. Looks like the "Greater Movie Season" has been established as an institution. Jerry Beatty deserves a lot of credit.

D. W. Griffith's next big one will be "The White Slave," the famous Bartlett-Campbell stage melodrama which D. W. has had in mind for several years. It will set forth a great chapter in this country's earlier history and evolve a climax that will transcend the thrilling finish of "Way Down East."

VALENTINO'S death has created, strange to say, a tremendous spur to Valentino's pictures. We leave the reasons therefor to the psychologists. And we apologize to ourselves for a commercial discussion of so pathetic an event. But the fact remains, and it is an important trade matter, that not only the late release, "The Son of the Sheik," but earlier pictures are in demand and the public interest is great.

This breaks another tradition of the box office. The death of a star heretofore has always and immediately hurt.

Valentino was evidently a symbol and the symbol does not pass. How long the popular interest will hold, the box office alone can tell. Let us hope and strive that it will last for long, not only in behalf of a valiant character, but for the sake of motion pictures.

The proposition that a striking memorial to Valentino be established is an excellent one from every angle and deserves universal support.

Two big mergers are on the fire downtown, where men gather around the long tables in the bankers' marble palaces. When I asked a Wall Street man just what was to be accomplished, he said: "Mergers!"

THIS week marked the opening of America's most famous playhouse, the New York Hippodrome, as a continuous performance, first-run house for P.D.C. This house is understood to seat nearly 6,500 persons, making it a force to be reckoned within the first-run situation. In addition to P.D.C. features the house will have each week a program of regular Keith vaudeville. The scale is 25 and 35 cents for matinees and 25 to 50 cents at night, with the house open from noon to 11 P.M.

The new policy was instituted by Mark A. Luescher, general director of the house on Monday and got off to a remarkable start. The house was filled by 1:30 P.M. and continued so all day. Five first-rate Keith vaudeville acts were presented, together with the feature, "Young April," making it a real entertainment bargain.

The experiment will be watched with great interest, and may have considerable effect on the presentation situation. Meanwhile P.D.C. is assured of an adequate first-run at all times in New York City.

COLUMBIA Pictures is moving right along. "The Lone Wolf Returns" is clicking at the box office. As an example, the picture grossed \$16,500 the week of August 14 at the California Theatre, San Francisco, breaking the house's weekly average of \$10,000—and against very strong opposition at other theatres.

Columbia's other product, we hear, is of like unquestioned value. The company is going ahead very successfully along the line of nationalizing its distribution. It has made, without question, remarkable strides in the last two years, under the direction of its founders, Joe Brandt, Jack and Harry Cohn.

EDUCATIONAL, by the way, last week showed other subjects in conjunction with "Blue Boy"—all of them excellent. The Christie Studios contributed "Uppercuts" to the program; Lloyd Hamilton appeared in "Jolly Talk"; and there was a "Big Boy" comedy which revealed the child actor as likely to go far in the affection of audiences.

Robert C. Bruce contributed some excellent scenics. And the other numbers were very good indeed. The program, as a whole, would, in our opinion, stand on its own feet in a theatre, from a box-office viewpoint.

FOLLOWING the striking success of the Vitaphone, now comes another device from the associated workshops of the Brunswick-Balke-Collender and General Electric Companies. It is the invention of Charles Stone, an executive engineer of the G. E. The device has been tried out, just recently, in several neighborhood theatres in the metropolitan section.

It begins to look as if we might, in time, have a roster of companies in this connection as imposing as those of the picture world.

We prophesied in MOTION PICTURE NEWS that Vitaphone marked a new and great epoch in picture theatre history. Every day, almost, it seems more certain that our prophecy was right.

Warners have the lead with the Vitaphone—a big one. Several years of laboratory work have been devoted to perfecting it; Warners have already added several improvements to be patented. But also—they are making heavy invasions in the musical and show world.

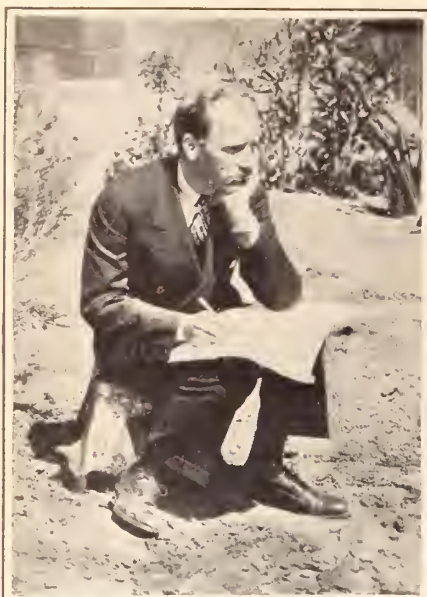
They have the stars of the Metropolitan and Chicago Opera Companies and the Victor Company. Every week adds new names from Broadway, the latest acquisitions being Al Jolson, Reinald Werrenrath, the Howards, George Jessel and Womrath's band.

"But," says Sam Warner, "we don't consider ourselves especially appointed and anointed for this great task. It's a huge job. All we hope is that competition will be of the highest order."

Warner's Theatre, by the way, is selling out right along with "Don Juan" and the Vitaphone. The capacity is \$29,000 a week, with \$2.20 top for matinees and \$3.30 for the evenings.

Irving Lesser's Great Neck playhouse is already the topnotch try-out theatre of the New York show world. Within the





Carey Wilson, prominent scenarist, who is writing for First National and managing the "Men of the Dawn" unit at the Burbank studios

## PICTURES AND PEOPLE

### MY STARS!

ASTERISKS aplenty popped out of the hat at the last two weekly sessions of the National Board of Review, no fewer than eleven of the little merit stars finding their way to the producers' report cards. Alphabetically considered, the first is "Alaskan Adventures," a 6-reel Pathe travel picture. Then comes "The Amateur Gentleman," the latest Barthelmess vehicle for First National; "Gigolo," the P. D. C. picture with Rod La Rocque in the role of the cake-eater who reforms; "One Minute to Play," the initial celluloid opus of Red Grange for F. B. O.; "Three Bad Men," the Fox Films special of the Dakota gold land rush; "The Waltz Dream," the Ufa production distributed here by Metro-Goldwyn-Mayer; "The Blue Boy," second of the Romance productions, done in technicolor and based on famous paintings, for Educational release; and the remaining four asterisks go to Pathe Review Nos. 31, 32, 33 and 34.



Joan Meredith, one of the 1926 Wampas Baby stars, who has been chosen as Bill Cody's leading lady in his next Association film



Robert T. Kane, producing for First National release, who has just completed a special production, "The Prince of Tempters"

### MASTBAUM RETURNS

JULES E. MASTBAUM, president of the Stanley Company of America, about whose Rodin collection we have spoken here frequently, returned last week on the *Majestic*, together with such celebrities as Doug and Mary, Morris Gest, Constance Talmadge, Helen Menken and Krishnamurti. Mastbaum returned full of enthusiasm for the Rodiniana which he will house in a special museum in Philadelphia, ground for which will be broken on October 1. Thanks to the many pieces obtained on this last trip, the Mastbaum collection will present 245 examples in bronze and marble of the sculptor's work. Mr. Mastbaum denies emphatically that there is any pronounced feeling against Americans in France, citing



George Archainbaud, directing for First National, who is now at work at Burbank on his next picture, "Men of the Dawn," soon to be completed



Hunt Stromberg, M-G-M official, now making "The Fire Brigade," "A Certain Young Man" and "The Mysterious Island" for that firm



Colleen Moore, First National star, cycling around the lot at Burbank in her costume and make-up for "Twinkletoes," her next production, now in work



Svend Gade, Danish director, who is now completing "The Blonde Saint" on the West Coast, a Sam Rork production, for First National





June Mathis (centre), producer and supervisor, Balboni, director, and Einar Hanson, leading man, entertain Mrs. Mary M. Spalding and Grace Kingsley, during filming of "The Masked Woman," First National



Now and then a combination of story, director and players proves particularly happy. Such was the case with Columbia's "The Lone Wolf Returns." Here we have Billie Dove, Director Ralph Ince and Bert Lytell

in proof of this the many gifts to him of priceless Rodin letters and drawings, and the remarkable co-operation extended to him in every way in his plans for the Philadelphia Rodin Musee, which will be a duplicate of the original at Meudon, in France.

## THE BASHFUL "RED"

WHEN "One Minute to Play" opens at the New York Colony Theatre on Sunday, the shy young star, "Red" Grange, will be on hand, Charley Pyle having persuaded him to leave the ice business of Wheaton in other hands long enough to make a flying trip to New York for the occasion. Plans are under way for an elaborate luncheon for Grange, to be held on Saturday, attended by football celebrities, sports writers, the press and leading members of the celluloid industry.

## "ROUGH RIDERS" OFF

SHOOTING began last week at San Antonio, Texas, on "The Rough Riders," and the city of San Antonio fairly outdid itself in welcoming the Paramount Company. A prominent delegation met the special train, and a military ball was held on the evening of the first day in honor of the event. Scenes to be shot at San Antonio include the training of the Rough Riders at the old fair grounds, as it took place 28 years ago.

## "ROSIE" BROADCAST

RADIO fans will have good reason to know that Columbia Pictures has filmed a screen romance based on "Sweet Rosie O'Grady." Station KFQZ, Hollywood, is putting on a series of Rosie O'Grady Nights, the first of which, held recently, included "appearances" by Shirley Mason, Cullen Landis and Harry Cohn, and the playing of the song as it would be played in different countries.

## F. N. OFFICIALS BACK

ROBERT LIEBER, president of First National, General Manager Richard A. Rowland and Mrs. Florence Strauss, scenario chief, have returned to New York from the dedication of the new studio at Burbank, Calif. With them was Charles R. Rogers, producing the Ken Maynard Westerns for First National, who will return to the Coast in a few days.

## MISS CONGO

BEN BURBRIDGE'S captive gorilla, Miss Congo, caught while making "The Gorilla Hunt" in Africa, has been entertaining distinguished company at her home in Jacksonville, Fla. Prof. Robert M. Yerkes of the Institute of Psychology, Yale, has spent the past six weeks studying her mental reactions. She will make personal appearances with the picture.



The building which will house all First National directors at the new studios at Burbank, Cal., giving them unusually convenient office facilities and freedom from interruption and interference with other departments





Jerome N. Wilson, whose original story, "It Could have Happened," has been purchased by First National for a Colleen Moore production, and Agnese "Pat" McKenna (Mrs. Wilson), who will novelize it. Both are the authors of numerous successful stories. Wilson is a former newspaperman

## THE WARNER ANNIVERSARY

SAM E. MORRIS, Warner Bros. distribution chief, returned from his vacation at Schroon Lake this week, and left the same day for Toronto to meet Harry M. Warner, from where the two were to go on to Youngstown, Ohio, for the golden-wedding anniversary of Mr. and Mrs. Benjamin Warner, parents of the Warner brothers. All of the boys will be assembled at Youngstown, including also Sam and Albert from New York, Jack from Hollywood and Dave from Chicago, while three daughters, Mrs. Harry Charnas, of Cleveland; Mrs. Milton Robbins, of Youngstown, and Mrs. Edward Hepler, of Niles, will be present. A family dinner at the Ohio hotel will be followed by a public reception.

## "THE VISION" SCORES

DAVID J. LUSTIG, as managing director, opened the new Mecca Theatre, 14th Street and Avenue A, New York City, last Friday night with a varied program on which was featured "The Vision." We were particularly interested in seeing this subject before an audience of plain, everyday folks, to see if we were right in our contention that "The Vision" is not a "highbrow" subject (whatever that is), but would appeal to any audience. We were right, in this instance at least, for the short subject was the applause hit of the show. Lustig backed it up well, giving it special musical treatment, marquee and lobby prominence, and every exploitation and presentation aid.

## P CULTIVATED HIS MOTHER-IN-LAW

PHIL KAHN, exploitation director for New England Film Productions, Inc., with offices in Boston, has been invading New York recently on business—presumably but not positively. For two years he was publicity man in Boston for Preferred Pictures. It was he who conceived the idea of a mother-in-law's day for moving pictures and got the approval of Mrs. Goodhue, mother of President Coolidge's wife. The Metro and Universal companies had this tactful young man on their payroll for several years, either because of his canniness in paying tribute to that ordinarily unesteemed relation, or despite it.



Left, Gainsborough's famous painting, "The Blue Boy," and right, Phillipe De Lacy in a reproduction of this character in the Romance technicolor picture of the same name released by Educational

## NOTES IN PASSING

OUR own J. S. Dickerson is out of the hospital, after an attack of pneumonia, and is convalescing at home. He will be back at his desk at the NEWS about October 1, or a little later. . . . Robert T. Kane is out of the hospital. An attack of typhoid was feared, but did not develop. . . . Joe Brandt, threatened with pneumonia, is convalescing at home and will be back at his office in a week or so. . . . Rex Ingram has arrived from France, and has made himself inaccessible to interviewers while he discusses terms of his contract with Merto-Goldyn officials. He has two still to make for them, but there seems to be a difference of opinion as to whether he will make them abroad. . . . Jack Conway, M-G-M director, and Virginia Bushman, daughter of Francis Xavier, has announced their



Remarkable character types are a feature of Columbia's "The Belle of Broadway." The players shown, left to right, are Max Barwyn, Betty Compson, Herbert Rawlinson, Albert Roccardi, Ervin Renard, Edith Yorke, and Tom Ricketts





Left, David Loew, and right, Sam Dembowe, Jr., and D. J. Chatkin, of Publix, affixing their signatures to Pat Dowling's Christie Week roster before the start of his cross-country trip in a Citroen car. Pat will visit 400 theatres, and the "gadget" on the back of the car contains a roll of paper on which all the exhibitors' signatures may be registered

engagement. He directed her in a small part in "Brown of Harvard." . . . Sam Taylor, another M-G-M director, held up production on August 21 while he rushed to the hospital to greet an eight and one-half pound daughter, Olive Ann. . . . Al Goulding, Sennett director, now has a nine-pound daughter, Aldra. . . . Raymond McKee, whom he is directing, became a parent for the first time only two weeks ago. . . . Arthur Zellner, who is leaving the picture business behind to go with the Longacre Press, was given a farewell dinner by his friends the other evening. . . . Edgar M. Schoenberg, of the Universal ad writing staff, and Milton Silver, assistant advertising manager, have just sold "The Mystery Ship," a mystery melodrama, for stage production in New York this fall.



The Ken Maynard unit on the way through Denver, en route to Deadwood, S.D., to film scenes for "The Flame of the Border" (First National); left to right: Sid Rogell, assistant director; J. H. Ashby, Denver manager; Maynard, Mrs. Maynard, R. J. Morrison, Denver salesman; Harry T. Nolan, and W. A. Sickner, cameraman

### A FILM DINING ROOM

CHARLES G. SNYDER, former advertising manager of *The Morning Telegraph*, is now representative for the Manger hotels. He wishes his friends to know that the new Hotel Manger, at 50th and Seventh Avenue, New York City, will have a beautiful dining-in the north wing where film men may gather as of yore at Rectors. Although he does not say so, we presume that tableclothes will be furnished with rows of ciphers woven into the fabric to simplify the million dollar calculations performed on them.

### F. P. A. TO THE RESCUE

ANENT the publicity given to Valentino's illness and death by the newspapers of New York and the rest of the country and the riot scenes staged near his temporary resting place Franklin P. Adams, the well-known columnist who conducts *The Conning Tower* in the

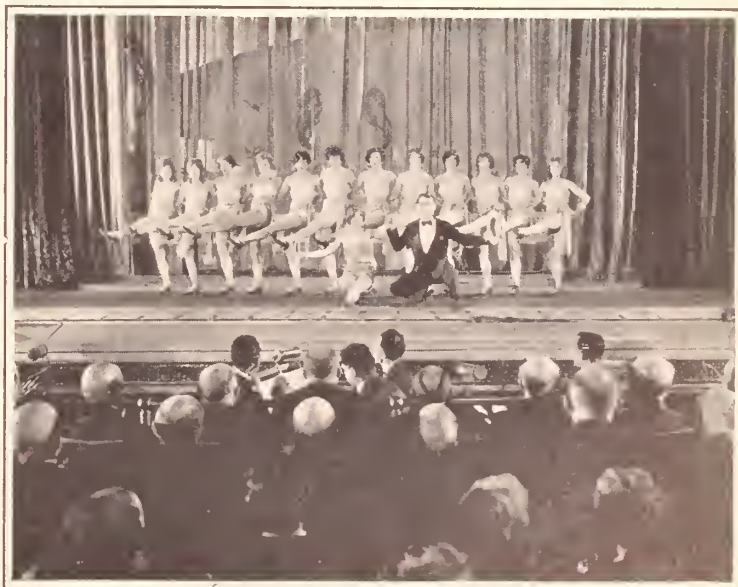
New York *World* over the initials F. P. A., has this to say:

"The deplorers are at it again. They say they can't see why all this fuss should have been made about Valentino's illness, and why such great crowds gather in the vicinage of his bier. If it were otherwise, it seems to us, it might be time to ask whither we are drifting and what is becoming of the formerly human race. Valentino appealed to the emotions of millions of people; to millions he gave a great romantic, emotional thrill—vicarious in most instances, but no less potent on that account.

"As to the newspaper space given to Valentino's death compared with that devoted to former President Eliot's, it may be said that nothing could be more obviously sound journalism. Our guess is that to one who ever heard of Mr. Eliot in his ninety-two years of life there are a thousand who knew of Valentino in his thirty-one year span.

### MUSIC FOR RED GRANGE

POSSIBLY because Warner Brothers control Vitaphone or because it would be difficult to synchronize his dashes down the football field with music Red Grange is to have a special score with his picture, "One Minute to Play." This has been composed by James Bradford and includes a "Red Grange" march. F. B. O. should have borrowed the Harvard battle hymn, "Down the Field," for his cataclysmic assaults against the opposing moving picture football eleven. This team he vanquishes in true Grange style just before the whistle blows, or the pistol is fired (it is difficult to assimilate that Pacific Coast innovation) at the end of the epoch-making game.



Johnny Hines and Mary Brian, backed up by a dozen dancing beauties from George White's "Scandals," perform some dancing feats for the comedian's forthcoming picture for First National, "Stepping Along"



## Paramount Inaugurates Road Show Dept. With A. Griffith Grey Manager

**F**AMOUS Players-Lasky announced this week plans for a road-show department to be managed by A. Griffith Grey, and with him will be associated Theodore Mitchell, who has long been identified with the management of road-show pictures.

The George M. Cohan Theatre, New York City, has been leased by Paramount, and this house, with the Rialto, Criterion and the new Publix, now under construction, will form the New York center for the new department.

"The Sorrows of Satan," D. W. Griffith's picturization of Marie Corelli's novel, is the initial production for the Cohan Theatre under the new policy. The theatre will be equipped with every modern improvement for the presentation of pictures on a big scale. The Griffith picture is scheduled to open next month.

## Wisconsin Exhibitors Convene

**Van Norman Elected President; All  
Other Officers Returned to Board**

**T**HE 10th annual convention of Motion Picture Theatre Owners of Wisconsin was held August 25th and 26th in Milwaukee. It was one of the largest and most successful conventions this organization has had, according to Henry Staab, secretary.

E. W. Van Norman was elected president to succeed Fred C. Seegert, who served as president for the last three years. Van Norman is manager of the Parkway Theatre, Milwaukee. F. J. McWilliams, of the Madison Theatre, Madison, is vice-president for the next term; E. Langmack, of the Colonial Theatre, Milwaukee, is treasurer; Max Krofta, of the Idle Hour, Milwaukee, is recording secretary; and William Jacobs, of the Lexington Theatre, Milwaukee, is sergeant-at-arms. With the exception of the president, all officers were re-elected.

Among the questions brought up for discussion at the meetings was that of non-theatrical distribution. In this connection, the association has been promised the support of Prof. William H. Dudley, chief of the University of Wisconsin Extension Department, Division of Visual Instruction, who will in the future distribute only purely educational subjects.

A resolution was passed to the effect that non-members and members in arrears in dues would not be granted the co-operation of associate members or the Arbitration Board.

An extended attempt to meet the problem of tent shows, carnivals and medicine shows was also voted upon. National president Eli Whitney Collins, of Jonesboro, Ark., gave an interesting talk on community co-operation and welfare. Every exhibitor should be a very important factor in the community in which he operates and should be mindful always of community co-operation and activity, said Mr. Collins in his address.

A wonderful tribute was paid the retiring president, Fred C. Seegert, by Tom Foster, of Stanley, Wisconsin.

The business of the convention disposed of, all members went to the Toledo-Milwaukee ball game as guests of Otto Borchert. The crowd certainly was a jinx to the Brewers, for they witnessed that sad

game the Brewers dropped to the Mudhens to the tune of 7-4. Despite the unfortunate outcome, they all claim they had a great time at the game.

## Many New Companies Are Formed in New England

New England corporations organized during the week include the new company formed by E. M. Fay for handling his six Providence theatres, to be known as the C. & F. Theatre Company, Providence, with capital of \$100,000. Edward M. Fay is president, John E. Connolly and William H. Camfield are the other incorporators.

David Weinstock, Inc., Hartford, Conn., to exhibit motion pictures. Capital \$50,000. Incorporators, David Weinstock, 22 Girard Avenue, Hartford, and others.

Warren Theatre, Inc., Boston. Capital \$99,000. Incorporators, Jacobs J. Yonkers, Simon Rudnick and Julia A. Hoerrner, all of Boston.

New England Film Productions, Inc., Boston. Capital \$10,000. Incorporators, Camillo Chioini, Harry Gaylord and Louis G. Radi, all of Boston.

## F. P.-L. Canadian Corp. Sells Garden Theatre, Toronto

Famous Players Canadian Corp., Toronto, has sold the Garden Theatre, one of the first of the high class neighborhood theatres of Toronto, to Emanuel Gebertig, of Toronto, for \$32,700. The Garden is on College Street, not far from the centre of the city, and has a frontage of 34 feet. George Morrell was formerly resident manager of the Garden for Famous Players. Incidentally, the Garden Theatre was once controlled by the Allens, of Toronto. Mr. Gebertig is a veteran showman.

## Universal Chain Theatres Declares Dividend

Universal Chain Theatres Corporation directors have declared the regular quarterly dividend of two per cent. on the eight per cent. preferred, payable September 15, to stockholders of record September 1.

## In and Out of Town

**B**UDD ROGERS, vice-president of Lumas and Gotham Productions, just had time to say "Hello" and "Good-bye" to his brother, Charles Rogers, who produces for First National this week. Charlie arrived in New York just as Budd was leaving for the Coast.

**G**ENERAL SALES MANAGER HARRY SCOTT and Southern District Sales Manager E. Oswald Brooks, of Pathe Exchange, Inc., have returned to their desks after a two weeks' vacation spent on a motor tour through Canada.

## Philadelphia Film Board Elects Officers

At its August meeting the Philadelphia Film Board of Trade elected the following officers for the ensuing year: Oscar Neufeld, president; S. Witman, vice-president; Ben Amsterdam, treasurer; Jack Greenberg, secretary.

W. G. Humphreys, Jack Hennessy and P. A. Bloch were elected to serve on the Arbitration Board for a period of three months. The president will name the fire prevention, credit and membership committees within the next month. This will be Neufeld's fifth successive term as president of the organization.

## Iowa Theatre Owner Defies Sunday Blue Law

Another deft has been hurled at the Iowa state law against Sunday pictures. This time it is Walter Peterson, of the Rockwell Empress, who declares that popular demand forces him to open Sundays. Competition of nearby towns is also declared to be a factor in his action.

The Henry and Van Buren county farm bureaus have also opened Sunday shows at Mount Pleasant, Ia., on the ground that there are no Sunday services in nearby churches and that pictures offer an innocent diversion.

## Colorado Waging Fight on Sunday Issue

**B**ECAUSE four theatres in Colorado Springs opened last Sunday with no definite admission charge but a suggestion that patrons could contribute to the expense of the program, the four managers, J. W. Ady of the Burns, Fred J. Footman, Liberty; H. K. Davis, American, and E. P. Briggs of the Rialto Theatre, were hauled to court and ordered to pay a fine of \$200 and costs by Judge Haines for violation of a city ordinance which prohibits Sunday amusements for pay.

All four immediately appealed to the county court but later Footman changed his plea to guilty and, on his promise to suspend further Sunday shows, his fine was reduced to \$50, which he paid. The remainder of the defendants are still fighting and will open their houses next Sunday on the same plan as last week.



# Valentino Rites Held in New York

## Memorials Planned for Late Star; Crowds Storm Theatres to See New and Old Pictures in Which He Appeared

AT 11 o'clock on Monday morning, the bronze silver casket containing the body of Rudolph Valentino was taken from the Campbell Funeral Church in New York City to St. Malachy's Church, in West 49th Street, where a solemn high mass of requiem was celebrated. Admittance was by card only and these were issued only to those prominent in the industry, friends of Valentino and the press.

Warned by the outbreaks of last week, when mobs stormed the Campbell parlors to view the body, lying in state, 400 policemen were assigned to the task of keeping order during the procession of the cortege to the church and back. This passed off without serious disturbance, although it was estimated that nearly 100,000 persons thronged the streets along which the cortege passed.

The honorary pallbearers were Joseph M. Schenck, Adolph Zukor, Marcus Loew, Richard A. Rowland, Douglas Fairbanks, Hiram Abrams, Nicholas M. Schenck, Sidney R. Kent, Malcolm St. Clair, James R. Quirk, Michael Romano and Frank Manillo. The ushers included, among others, Richard Dix, Ben Lyon, William Collier, Jr., Johnny Hines, Captain Alistar McIntosh and the Marquis de la Falais de la Coudray.

No list of those present was given out, but among those seen were Pola Negri, Mary Pickford, Gloria Swanson, Norma and Constance Talmadge, Jean Acker, Marilyn Miller, Clifton Webb, Mrs. Ben Ali Haggin, Madge Bellamy, Forrest Halsey, Dorothy Mackaill, Greta Nissen, Mary Philbin, Fortune Gallo, House Peters, George Jessel, Lois Wilson, Harry Houdini, William J. Burns, Wilton Lackaye, Hope Hampton, J. E. Brulatour, Major Edward M. Bowes, Gene Buck and Nathan Burkan.

Valentino's brother arrived from Paris on the "Homerie" late Wednesday afternoon, and it was planned to start for Hollywood immediately with the body.

Hundreds of Chicagoans from all walks of life massed tightly in the Trianon Ball Room, to pay their last respects to Rudolph Valentino, on Monday, at the same time the funeral of the dead film star was being held in New York City.

The memorial services, which were held under the auspices of the Rudolph Valentino Memorial Association, included an invocation by the Rev. R. Keene Ryan, pastor of the Garfield Boulevard Presbyterian Church; a tribute from Dr. George Fox, rabbi of the South Shore Temple; two vocal solos, "Rock of Ages" and "Lead, Kindly Light," by Miss Kathryn Browne, and an expression of the sorrow of the theatrical world by Sophie Tucker.

Judge Francis Borrelli, treasurer of the Memorial Association, which has proposed to erect a statue of Valentino in Grant Park, Chicago, explained the aims of the organization.

Three minutes before the hour of the funeral of Rudolph Valentino, the Royal Theatre, Kansas City, where Valentino's latest picture, "The Son of the Sheik," was being shown, suspended its activities in honor of the film star. Following the

### Second Order Sought in West Coast Cases

DECLARING that the stipulation filed by the respondents in the so-called West Coast Theatres cases upheld the validity of the charges of conspiracy in restraint of trade made by the Federal Trade Commission, Morgan J. Doyle, special counsel for the commission, this week asked that an appropriate order against the respondents be issued.

This was the second brief of this nature filed by Mr. Doyle, two complaints, each naming different respondents, having been issued by the commission. Some ten days ago, an order was asked against West Coast Theatres, Inc.; West Coast Theatres, Inc., of Northern California; The T. & D., Jr., Enterprises, Inc.; Herbert L. Rothchild Entertainment, Inc., and H. M. Turner, Fred Dahnken, C. L. Langley and F. W. Livingston, partners doing business as Turner, Dahnken & Langley. The brief filed this week asks an order against the two West Coast Theatres companies and the Venice Investment Company; Hollywood Theatres, Inc.; All-Star Feature Distributors, Inc.; Educational Film Exchange; Principal Pictures Corporation; H. M. Turner, Fred Dahnken, C. L. Langley and F. W. Livingston, partners, doing business as Turner, Dahnken & Langley, and A. L. Gore, Michael Gore, Sol Lesser, Adolph Ramish and Dave Bershon.

The taking of testimony in these cases was stopped upon an agreement that a stipulation should be filed setting forth the agreed upon facts in the case, which stipulation is declared by the commission's attorney fully to uphold the charges made in the complaints.

death of Valentino the attendance at the Royal increased 80 per cent., according to Bruce Fowler, manager.

Three Valentino memorial funds have been started, one in New York, one in Chicago and one in Castellana, the Italian village in which the star was born.

Formation of the Rudolph Valentino Memorial Committee was announced by S. George Ullman, manager of the dead actor. Associated with him are Joseph M. Schenck and James R. Quirk, editor of "Photoplay."

Quirk has announced that the committee will be incorporated, with its activities national in scope. Contributions of from five cents to \$1 will be accepted and may be sent to Quirk at 221 W. 57th Street. Checks exceeding \$1 will be returned. As yet the form of memorial has not been determined.

Somewhat in contrast to past events of this sort, the death of Valentino has aroused an unprecedented interest in his pictures. Famous Players and United Artists both report that all prints, including many which have been lying dormant, have been required to meet the demand.

Police reserves were called out in Chicago, Newark, N.J., and Charlotte, N.C., where "The Son of the Sheik," Rudolph Valentino's last picture, distributed by United Artists Corporation, was playing.

In addition to breaking records at Loew's State Theatre, New York, and Loew's Metropolitan Theatre, Brooklyn, "The Son of the Sheik" pulled a crowd of 5,000 people to the Rialto Theatre, Newark, for the opening matinee, and police reserves were called upon to prevent serious disorder. The crowd collected about 11 a.m. and grew until a line almost a block long was formed.

Practically the same thing occurred at the Tivoli Theatre, Chicago. According to telegraphic advice, within an hour after the doors of the Tivoli Theatre were opened for the first showing of "The Son of the Sheik," it was necessary to call police to control the crowds. This is almost unprecedented in Chicago in the case of a feature that has already played a four-weeks' engagement in that city.

The Imperial Theatre, Charlotte, N.C., in addition to breaking records, had to call for police assistance in controlling the crowds that waited outside the theatre.

At Asheville, N.C., "The Son of the Sheik," at the Plaza Theatre, brought record business, and approximately one thousand persons were turned away.

The Grand Theatre, Columbus, Ohio, broke its house record, both in gross receipts and number of admissions the first day of the engagement of "The Son of the Sheik," and it is likely the picture will be held over for an additional week beyond its week engagement.

Among other houses that broke records with "The Son of the Sheik," are the Imperial, San Francisco; the Million Dollar Theatre, Los Angeles; Royal Theatre, Kansas City; Virginia Theatre, Atlantic City; Strand Theatre, Minneapolis; Clemmer Theatre, Spokane; and the Columbia Theatre, Seattle.

The biggest day's business in the history of the Lafayette Theatre, Buffalo, was the first day of the engagement of "The Son of the Sheik."

Chicago theatre men are confident that the public wishes to see pictures in which Rudolph Valentino starred and more than fifty Chicago houses have booked Valentino features, including "Cobra," "Blood and Sand," "The Sheik" and others of the older Valentino successes. That there is immediate public demand for Valentino's pictures was evidenced this week by the tremendous crowds that flocked into Balaban & Katz's Tivoli to see "The Son of the Sheik," and blocked nearby streets, the congestion outside the theatre becoming so great that it was necessary to call out police reserves to control the crowd.

Demand for films in which Rudolph Valentino starred has been beyond all ability of Paramount and United Artists exchanges in Boston to fill and they are booked ahead for several weeks. Never before in the history of the exchanges has the death of any person called forth such a demand for films in which they appear.





Clara Bow

## CLARA BOW NOW FAMOUS STAR Elinor Glyn's "It" First Production

**C**LARA BOW, long known as a portrayer of flapper roles, has been elevated to stardom by Paramount, is the announcement this week from Jesse L. Lasky. Miss Bow's first production as a full-fledged star will be Elinor Glyn's "It," scheduled to go into production October first. Her activities will be directed by B. P. Schulberg at Paramount's West Coast studio.

Clara Bow gained entrance into the picture business through winning a beauty contest in an Eastern city and since that time her rise has been rapid, due to portrayal of the present-day American girl. For some time past she has been a featured player in Paramount pictures, but her work has resulted in her new promotion.

## Operators Win in Two Cities

New York Exhibitors Agree to New Scale; Union Victor in Washington

**W**AGE disputes between operators and exhibitors in several cities were settled, or about to be, as Motion Picture News went to press.

In New York, the Theatre Owners Chamber of Commerce and the operators' union reached an agreement satisfactory to both sides after a session lasting fifteen hours. A two-year agreement was signed, with operators receiving increases as follows:

Five per cent in houses seating 600 or less; 10 per cent in houses seating between 600 and 1,000; and 15 per cent in houses of 1,000-1,500 seats. In theatres of more than 1,000 seats, a double shift was agreed to.

Homer J. Brown, representative of the U. S. Department of Labor, acted as mediator throughout the dispute.

Washington, D.C., theatre owners and the operators practically settled their differences on Wednesday, though at that time no agreement was reached. However, a victory for the operators was conceded at that time and the actual signing of contracts remained as a mere formality. The Washington operators demanded an increase

from \$65 to \$75, four men in the larger booths, where there formerly were two, in addition to a 40-hour instead of a 44-hour week. These demands at first were characterized as "outrageous" by the theatre owners, who stated they would stand out against them. A sudden change in the situation came when the Palace and Columbia, Loew downtown houses, broke from the ranks and made a separate agreement. With this turn of affairs the organization leaders held it would be unfair to force Harry Crandall, who operates three downtown houses in competition with the Loew theatres, to stand by his agreement with them to fight the new wage scale demands of the operators.

The threatened strike of Detroit operators to start at midnight Wednesday was averted following meetings between the representatives of the union and the theatre owners headed by H. M. Richey, president of the Michigan organization, on that day. The operators returned to work Thursday as usual. However, officials of the union stated that they did not think a 10 to 15 per cent increase sufficient. Richey stated that his organization will not come to the union's proposed scale, which provides for an increase of 10 to 40 per cent. So the dispute was not settled by Thursday and at that time a strike was considered a possibility if not a probability.

## Paramount Takes Over Spanish Dist. Co.

**W**ORD has been received by Paramount from its foreign office of the taking over of Seleccion, S. A., the organization which has been distributing Paramount product in Spain and Portugal in recent years. M. J. Mosseri, who spent some time in the foreign department offices at the New York headquarters of the company, has been appointed general manager, with headquarters at Barcelona.

Additional offices are maintained at Bilbao and Madrid and plans are being completed for the installation of a fourth exchange. Seleccion, S. A., controls and operates the Coliseum in Barcelona.

## Statistics Show Growth of Business in Antipodes

According to the report of a representative of a large American film company made to the Department of Commerce, the motion picture industry of Australia has made enormous strides in the last five years. In 1921 the total investment amounted to \$6,700,000, payments in wages amounted to about the same sum and the country had but 800 motion picture theatres. Figures given for the past year show that the investment has jumped to \$75,000,000, wages are double those paid in 1921 and 1,216 motion picture theatres now serve a population of 6,000,000.

## Advocate Federal Censor Board for Canada

Whether or not the Dominion of Canada should have a Federal board of moving picture censors, with experts in psychology, artists and businessmen as members, replacing all of the Provincial censor boards now operating across Canada, was seriously discussed at the triennial conference of the Canadian Federation of University Women held at the Royal Victoria College, Montreal, Quebec, August 27.

It was decided that university women all over Canada should agitate for a Federal film board, the recommendation being made by Mrs. J. Young, of Victoria, B.C. On the suggestion of a Toronto delegate, a committee was appointed to study the situation and provide the members of the Federation with details. It was intimated that a Federal film board would operate under the jurisdiction of the Canadian Department of Customs and Excise, which also controls the importation into Canada of all books and periodicals, a number of which have been banned in recent months.

The Federation's committee on education advocated greater use of moving pictures in the public schools of Canada.

## Casanave Trying to Organize Cleveland Exhibs.

Charles L. Casanave is in town trying to organize the Cleveland exhibitors into a buying unit, with himself at the head of the unit. It is said that local exhibitors are interested in the plan, and while nothing definite has been done, there's a lot of discussion about it and many exhibitors have expressed themselves as favoring it.

## Schneider Denies Merger of M. & S. Circuit

**O**N his return this week from out of town, Louis Schneider, of the Mayer and Schneider circuit, New York City, emphatically denied a report published in one of the film trade journals that his firm was one of three large New York City circuits said to have plans under way for the pooling of their interests in order to effect a sale to a producer-distributor organization.

Small-Straussberg and the Steiner and Blinderman circuits were the other two firms mentioned as parties to the combine and the report further stated that an important local banking institution had lent its interest to the refinancing of the single corporation. Approximately sixty theatres would have been involved in the deal.

Schneider said: "The M. & S. Circuit has no move for merger or sale under consideration and it is my opinion that the circulation of such reports was made for the specific purpose of in some way injuring the firm of Mayer & Schneider. They are absolutely false."

In addition to the opening of the new 3,000-seat Commodore Theatre at 2nd Avenue and 6th Street, New York City, on September 2—a house said to have cost \$2,000,000—Mayer & Schneider have other expansion plans well under way.





Views of modern German theatre interiors; left, interior of the Ufa-Palast am Zoo, looking toward the stage; centre, promenade around the inside of the Gloria Palast; right, auditorium of the Gloria Palast, looking toward the balcony

# Berlin Picture Theatres Described

## German Tradepaper Writer Gives Details of Construction and Operation of Leading Houses in German Metropolis

By Harry Knopf  
*Hamburg Film Journal*

**I**N describing the motion picture theatres of Berlin, it would be ridiculous for me to directly compare the theatres of Berlin and New York. There is no comparison, for beside New York Berlin is, in short words, very poor in picture theatres. Our Berlin "Broadway," the Kurfuerstendamm, for example, has but six theatres, and of these only four are really large theatres, as compared with the great number of big houses on New York's Broadway.

The majority of the theatres in Berlin belong to the Universum Film A.-G., or Ufa, some of which are large and some small. The biggest house is the Ufa Palast am Zoo, so called because of its nearness to a Zoological gardens, which is an enormous building, once a legitimate theatre, which was purchased by Ufa and converted into a motion picture house. This theatre seats 3000 persons, and can accommodate a 100-piece orchestra. The interior is modeled after the Capitol Theatre in New York. An unusually large stage, high and deep, with ample room in the wings and back-stage, and every modern technical device, permits of elaborate stage presentations and make easy all changes of scenery. The house has a parquet, a balcony and loges, the latter around the front of the balcony. The colors are red and nut-brown, and the curtain is of gold brocade. The setting around the orchestra is of the same material.

The other Ufa theatres also are furnished more or less luxuriously. All of them have upholstered seats, and stages equipped to handle scenery. The most luxurious theatre in Berlin is the Gloria Palast, a house of the Ufa chain, next to the Kaiser Wilhelm Gedachtniss Church on the Kurfuerstendamm. This was built about a year ago and is in the same building with a restaurant and a furniture company. It seats 800 persons, and is particularly luxurious in its furnishings, owing to the fact that it is located in a very exclusive neighborhood and its patrons demand the best. It has a parquet, balcony and loges, the balcony extending out over the parquet seats. The seats are upholstered in beautiful damask, dark red in color. The floor and stairs are of Swedish marble. Four elevators run

to the balcony. The orchestra contains 40 men, and the pipe organ is so powerful that it must be muffled with sacks containing a sea-grass to modify its sound. Presentations can also be presented on its stage, which is smaller, however, than that of the Palast am Zoo. The curtain is dark red and gold brocade. The ceiling is dome-shaped, and the walls are panelled in light green tapestry. Around the entire theatre is a promenade, 30-feet wide, with Persian rugs. The lighting of the auditorium is indirect by reflection from the dome, while in the promenade are elaborate chandeliers.

Other Ufa theatres are Das Theatre am Kurfuerstendamm, Nollendorfplatz, Kammerlichtspiele, Tauentzienpalast, Koegnickstadt, Friederichstrasse, Turmstrasse and Friederichshain. These are well furnished with all modern apparatus, but not as elaborate as the others mentioned. The orchestras will average about 15 men each, except the Turmstrasse, which has more.

The next great theatres belong to Phoebus-Film. This company now has two large houses, the Capitol and the Marmorhaus. A third is being erected now and will be opened at the close of this year.

The Capitol was opened about six months ago, and was built as a motion picture theatre, near the Gloria Palast, at the meeting point of the important streets of West Berlin. It has 800 seats, upholstered in yellowish-brown, over the arms as well as the seats. The Capitol has a parquet and balcony. The walls are in light yellow ochre and the floor is a darker shade of the same. The orchestra includes 50 musicians, and the stage has dark brown velvet hangings, with room for stage numbers. The theatre, from the inside, appears pyramidal in shape, but is of the conventional appearance from the outside. The entire auditorium is lighted from one powerful lighting arrangement in the ceiling. Two obelisks are erected at the sides of the orchestra. During the overture, the house is darkened and these two obelisks are flood-lighted in dark violet. The orchestra is on an elevator, and is raised during the overture.

The Marmorhaus, opposite the Capitol, is a small theatre, which plays second-runs.

The next concern is Sued-Film, with its premiere house, the Alhambra, on the

Kurfuerstendamm near Luna Park. Sued-Film shows its newest productions here, while Emelka uses its theatre, the Piccadilly in Charlottenburg, on Kaiserdamm, as a pre-release and first-run house.

So much for the leading theatres. The other houses in Berlin, which are not considered by the people of the city as being in the same class, are small, and play pictures which are two and three months old and cost little money. At the most a piano and perhaps a violin furnish the accompanying music. These houses do not represent the best in Berlin, and it would be of little interest to consider them.

Referring again, then, to the leading theatres, the following must be said: The hours of opening of the aforementioned houses are very different from those in New York. In Berlin the performances are given at 7 and 9 P. M., and on Sunday at 3, 5, 7 and 9 P. M. At the largest houses, such as Ufa-Palast, Capitol, and Gloria Palast, the doors are closed during each performance, so that no one may enter during a show. The same is true of the Alhambra and the Marmorhaus. The tickets are numbered for each seat for each performance and all are reserved. The program usually includes the following: A musical overture, a stage presentation, a news weekly, a comedy or educational film and the feature. Organ music is not particularly popular in Berlin, but the organ is used to some extent in conjunction with the orchestra. The new policy at the Ufa Palast am Zoo provides for three shows daily, at 5, 7 and 9, the 5 o'clock performance being accompanied by organ only.

The musical directors are musicians of the first rank and will be dealt with in a separate article. Outstanding among these has been Erno Rapee, with his 75-piece orchestra at the Palast am Zoo, but who has since returned to New York to open the Paramount Theatre. Next comes Dr. Giuseppe Beece, director at the Theatre Nollendorfplatz; Hans May, in the Alhambra; Otto Stenzeel and Franco Fedeli, at the Gloria Palast; Schmidt-Gentner, at the Capitol; Edmund Meisel at the Apollo, where was shown the three-forbidden picture, "Potemkin," to which he arranged the music, which was well spoken of by the critics.



# Fay Buys Five Providence Theatres

## Purchase Gives Buyer Practical Control in Downtown Section of City; Publix Plans 3,000-Seat House for Tampa, Fla.

WHILE there are no reports this week of the buying, selling or merging of any of the large circuits, the theatre map will be graced with the designation of new houses as considerable property was purchased throughout the country for theatre sites. The seating capacity of both large and small towns will be added to in the near future according to announced construction plans.

With the expiration of the sixty-day option which Edward M. Fay secured on the five Providence theatres owned by Alton G. Emery comes the announcement that the purchase of the theatres has been completed in accordance with the terms of the option by Mr. Fay and control of the houses passes from Mr. Emery to the C. & F. Theatre Company.

The five theatres are the Majestic, seating 2300; Emery, 1700; Rialto, 1600; Modern, 1600, and Capitol, 1400. Purchase of these houses gives Mr. Fay practically full control of the theatres in downtown Providence. The amount involved in the deal is said to be \$1,000,000.

Of the five theatres purchased, two have been dark during the summer, the Emery and the Modern. Both are undergoing redecorating and other improvements and reopen Labor day, the Emery with a change in policy inaugurating films and vaudeville, while the Modern will continue for the present with stock.

Mr. Fay already owned the Fay Theatre in Providence, thus giving him six houses in that city. In addition he has theatres in Philadelphia, Rochester, and one under construction in Buffalo.

The recently incorporated 261 Main Street Corp., Worcester, Mass., is a subsidiary of the Arthur S. Friend companies

and the Marcus Loew companies of New York, it has been announced, and the new theatre for which plans have been drawn and which will be built at 261 Main Street, Worcester, will cost approximately \$2,000,000 and will be Worcester's largest theatre. The company's purchase at 261 Main Street, corner of Central Street, was a \$450,000 transaction, according to records filed at the registry of deeds in Worcester.

Another new theatre for which plans are being drawn will be erected in City Square, Charlestown district of Boston, alongside the municipal building. Work will be started within a month and the house will seat 1,600. Benjamin H. Green of the Melrose and Coolidge-Watertown theatres and the Atlantic Theatre Corp. are the owners and will operate it upon completion.

Bids closed this week for the new Colonial Theatre at Augusta, Me., to be erected by the Main Theatres Corp. and for which Bunker & Savage of Augusta drew the plans.

Meyer Fine and Abe Kramer have sold out their interests in the Ohio Amusement Company, one of Cleveland's leading neighborhood motion picture circuits, to the remaining members of the company. Their withdrawal from the firm with which they have been associated since its organization becomes effective September 1st.

A reorganization of the Ohio Amusement Company has been effected and the following officers elected: Leo Keller, president and treasurer; Arthur Keller, secretary and assistant treasurer; David L. Schumann, general manager; John Kalafat, Sidney Seidman and Jesse Seidman.

The Ohio Amusement Company now consists of eleven theatres, namely, the Dennis Square, Garden, Five Points, Jewel,

Savoy, U-No, Yale, Capitol, Knickerbocker, Photoplay and Lakewood. It is the intention of the company to branch out and increase their theatre holdings both by buying theatres already constructed and by building new houses, as rapidly as healthy business conditions warrant.

Great States Theatres, Inc., is continuing to increase its holdings, the latest theatres taken over including the Lyric at Streator, Indiana, and the Majestic, Rialto and La Petite at Kankakee. The acquisition of the Lyric gives Great States three houses in Streator, as it is already operating the Plumb and Majestic. Manager A. J. Ragnier will continue in charge at the Lyric and Ed Scheivel goes to Streator as general manager. Great States has also secured the lease on the new twenty-three-hundred-seat theatre being erected in Kankakee by a local syndicate.

Announcement is made by the Publix Theatres Corporation of the leasing for 99 years of an entire half block in the heart of Tampa, facing Zack, Ashley and Tampa Streets, and the erection there within one year, a theatre to seat 3,000 and to cost, with the building, which will be either a hotel or office building, one million dollars.

A. S. Friend Companies, Inc., through a new subsidiary, the 261 Main Street Corp., of Worcester, Mass., have bought the property at 261 Main Street, corner of Central Street, Worcester, covering 18,000 square feet, for \$450,000. As soon as present buildings are demolished a theatre will be erected on the site at a cost of about \$1,400,000 which will be partly financed by the issue of \$800,000 in first mortgage bonds. The theatre will seat 3,000.

# Fifty Theatres Warner Bros. Goal

## Expect to Secure House in Every Big City of Country Before Start of Fall Season; Jolson and Jessel for Vitaphone

WARNER BROS. have instituted a policy of expansion as regards theatre holdings which, if carried through, will make the company a big factor in the business of providing entertainment in this country. As previously announced it has secured a lease on the Colony Theatre, New York City and is negotiating for two other houses that have been playing legitimate productions.

It is expected that by the time the regular fall theatrical season is under way Warner Bros. will have fifty first-class theatres and at least fifty Vitaphone production units before the public, say the Warner officials.

Two theatres will be added to the company's chain in Boston and, it is a practical certainty, say Warners, that two Chicago houses now running legitimate productions will be added to the Warner-controlled theatres in that city.

As quickly as plans are settled for this country the company will turn its attention to introducing the Vitaphone in Europe.

In response to the many inquiries from theatre owners as to whether the installation of Vitaphone necessitates any great alteration, Warner Bros. wish it known that the installation problem is very slight.

The third production to be equipped with Vitaphone accompaniment will be a John Barrymore vehicle, it was announced this week. This act will be made at one of the legitimate houses on Broadway, New York City, but most of the activity in connection with the Vitaphone is centered at the Manhattan Opera House, where Elsie Janis has been preparing a number to be used with the Syd Chaplin starring vehicle, "The Better 'Ole."

Al Jolson, popular comedian, was signed by the company this week to do his "Mammy" songs in an act for Vitaphone, which

will precede the presentation of "The Better 'Ole" when that picture is shown at the Colony, New York, early in October. In addition to Miss Janis and Jolson the Howard Brothers will also do a "skit," burlesquing opera. George Jessel, stage star, who has just finished a picture for Warners, and Reinald Werrenrath, well-known baritone, will also contribute numbers for Vitaphone.

The company has taken a lease on Balaban & Katz's McVickers Theatre for an indefinite time, effective on September 13th, on which date the Chicago premiere of "Don Juan" and the Vitaphone will be given in this Madison Street house. While Warners have not announced further plans for McVickers, it is thought that other important Warner features will follow "Don Juan," and that the showings will be in conjunction with the Vitaphone.



# \$20,000,000 for Keith-Albee Houses

Twenty Theatres to be Added to Chain of Parent Company and Allied Circuits; \$853,110 Earnings, January to June 30

A STATEMENT was issued this week by the B. F. Keith Corporation and subsidiaries showing earnings of \$853,110 for the six months ended June 30 coincident with the listing on the Stock Exchange of a \$6,000,000 issue of first and general refunding mortgage 20-year bonds yielding six per cent. There are 400,000 shares of no par stock outstanding. According to the statement the Keith-Albee interests plan to expend \$20,000,000 on new theatres during the coming year, adding 20 houses to its circuits.

The consolidated income account for the six months' period follows:

Cross income	\$1,918,984
Expenses and ord. taxes	542,435
Depreciation and amortization	355,386
Balance	\$1,021,163
Other income	241,076
Total income	\$1,262,239
Interest, etc.	303,129
Estimated federal taxes	106,000

Net profit \$853,110

Consolidated balance sheet of B. F. Keith Corp., and subsidiaries as of June 30, 1926, follows:

Assets	
Cash	\$2,805,075
Marketable securities	932,412
Accounts receivable, etc.	50,467
Land, building, equipment, leaseholds,	

## French Increase Duty on Positives 150%

AN increase of 150 per cent in the duty on positive motion picture films imported from other countries has been made by the French Government, according to advices to the Department of Commerce at Washington. The new duty of one franc per meter becomes effective as of July 10, last.

The increase was made by advancing the arbitrary value on which duty is assessed from two to five francs per meter, the rate being 20 per cent ad valorem.

The duty on negative films, 20 per cent ad valorem on an arbitrary valuation of 15 francs per meter (figuring out as three francs per meter), remains unchanged.

etc., less depreciation	24,135,462
Investments and advances to subsidiaries	5,690,182
Other assets	103,368
Deferred charges	457,563
Total	\$34,174,529

## Liabilities

Notes and accounts payable	\$1,027,185
Deposits	28,291
Deferred notes payable	625,000
Funded debt	10,787,500
Deferred income	1,077
Reserves	113,589
Capital stock (represented by 400,000 no par shares, declared at \$20 per share)	8,000,000
Capital surplus	606,925
Surplus from appraisal of properties	12,131,852
Earned surplus	853,110

Total \$34,174,529

The Keith-Albee interests exert a powerful influence aside from the houses directly controlled by the organization owing to booking arrangements with the Poli, Proctor and Keith-Albee Southern circuits and other chains. Due to these connections they command scores of theatres in New England, Pennsylvania, Middle Atlantic states, New York, New Jersey, along the South Atlantic coast and in the Southwest.

Last year 17 houses were constructed as follows: Boston, three; Chicago, three; and one each in Los Angeles, Youngstown, Akron, Cincinnati, Coney Island, Far Rockaway, St. Louis, Louisville, New York, Atlanta and Paterson.

Keith-Albee will operate the new Highland Park, Detroit, being built by David T. Nederlander. The new uptown house will have a seating capacity of 3,200.

# Universal Announces Story Line-Up

Edward Montagne Leaves for Coast With Rights to Original Stories and Plays; to Stress Human Interest in Films

APPROXIMATELY a score or more big productions will be made from novels, plays and original stories by Universal for the 1927-28 season, according to an announcement received from the company's New York home office. Edward Montagne, Universal West Coast scenario chief, and Phelps Decker, Eastern scenario head, have been combing the Eastern markets for story material for the past two months. S. Montagne has just left for the Coast with the rights to a number of popular works and, on his arrival in Hollywood, the scenario force will start to whip these stories into shape for filming. Among the stories secured in "The Big Gun," a naval story from the pen of Richard Barry, which Universal will produce with the promised assistance of the Navy Department. Barry will work on the story in association with the company. After many delays occasioned by illness "Uncle Tom's Cabin" is now under way with Harry Pollard directing.

Another super-production listed will be the screen version of "The Cat and the Canary," the mystery stage play by John Willard. Paul Leni, foreign director, will handle the megaphone on this production. Frederick Arnold Kummer is at present writing "Dixie," a story of the South's development industrially and spiritually, and it will appear both as a novel and in a magazine in the near future. Universal

will also make a picture version. "Let's Go Home," a story written by Stuart Lake, dealing with the Army of Occupation, will also be picturized by Universal.

In all, twenty-one new productions have been lined up by Montagne and the Universal home office heads. Among the other pictures to be made for 1927-28 are "Alias the Deacon," from the popular stage play by John B. Hymer and Leroy Clemens, and in which Jean Hersholt probably will star; and "The Chinese Parrot," a new mystery novel just on the stands, by Earl Derr Biggers.

Then there will be screen versions of "The Stolen Lady," an original story by William Dudley Pelley, with Laura La Plante in the principal role; "Bill Smith, M. D.," an original by Bayard Veiller, written for Jean Hersholt; "Kiss and Make Up," an original by Julien Josephson, written for Miss La Plante; "The Claw," from the novel by Cynthia Stockley, and "Cheating Cheaters," from the famous play by Max Marcin.

There will also be picturizations of "This Way Out" by Fred S. Isham, "Thoroughbreds," a story by the late Gerald Beaumont, "Class," a Blister Jones story by John Taintor Foote, "Engineer," a railroad story by Frank Spearman, "The Big Doe," a Saturday Evening Post story by Fred Hergesheimer, as well as productions from the following originals: "It Can Be

Done," by E. V. Durling and Robert Welsh; a dog story especially written by Charles Logue, which will feature one of the most popular dogs on the screen; and "Signs," a clever original, probably to be used for Reginald Denny.

"We are well set for 1927-28," said Montagne on the eve of his departure. "My trip East enabled me to work directly with the Universal home office officials and executives and work out a buying and production schedule following their ideas and advice. Our policy is to be one of human interest pictures, dealing with everyday people in modest surroundings. We are going out to make pictures with real people in them—people you see every day—people who live next door or across the street."

## K. C. Exhibs. Warned Against Removing Tags

Kansas exhibitors are to be warned by the M. P. T. O. Kansas-Missouri, in a bulletin to be issued soon, against the removal of censorship tags on films, following several complaints filed by the Kansas State Board of Review. It is possible C. E. Cook, business manager of the M. P. T. O. K.-M., points out, for the censor board to close a theatre which does not exhibit the censor tags.





Fred Niblo

## NIBLO MAKES FILM PREDICTIONS Prophesies Development in All Branches

**F**RED NIBLO, at present working on "The Temptress," a Cosmopolitan production for Metro-Goldwyn-Mayer release, gave voice to a number of predictions concerning the future of the cinema recently.

"The evolution of the Screen," says Niblo, "has been very rapid, swifter than the advancement of any other art or industry." Some of the developments prophesied by the director are: Theatres that seat tens of thousands, theatres without orchestras but which will be supplied with music by radio from central broadcasting stations, likewise the ultimate broadcasting of pictures from a central point when the vision phone invention has been completed.

The majority of pictures will be shown in natural color on a screen reflecting the image in three dimensions before the next quarter of a century has elapsed, says Niblo. The next, and greatest development, to be brought about will be the segregation of film theatres into picture type classification. There will be houses showing nothing but drama, others featuring love stories and romance, comedy houses, Niblo predicts. But, he says, the greatest feature of such film segregation will be the theatres catering to juveniles only.

# Bray-Hurd Brings Patent Suits

Settlement with Fables is Announced;  
Actions Against Other Animators Due

**S**OMETHING of an unusual situation in the animated cartoon field came to light this week with the announcement by the Bray-Hurd Process Company, Inc., owners of the Bray and Hurd patents, that the suit for infringement brought against Fables Pictures, Inc., producers of Aesop's Film Fables, had been settled out of court. Actions have been brought or will be

against several other animated cartoon makers on the contention that they are infringing on the Bray and Hurd patents. This unusual situation will be analyzed in full in Motion Picture News next week, with extracts from the various patents involved and a resume of the development of the animated cartoon, prepared exclusively for this publication.

The Bray-Hurd Process Company, Inc., is the owner of five patents claimed to substantially cover all of the processes and methods now employed in the creation and production of animated cartoons and industrial or technical animated drawings. Several actions have been brought by the Bray-Hurd Process Company against the makers of animated cartoons which actions are now pending, except that the makers of Aesop's Fables have settled the action against them, and as a result of such settlement Fables Pictures, Inc., have secured a license under which they may continue to make the Aesop's Fables.

Owing to the increasing number of releases of animated cartoons, it is understood that the Bray-Hurd Process Company, Inc., will institute proceedings against a number of the producers of animated cartoons, claiming infringement of patents because of the processes employed in the making of such productions.

## Fire Causes \$12,500 Damage to Chehalis, Wash., House

Damage estimated at close to \$12,500 was suffered by the Liberty Theatre in Chehalis, Washington, recently. It was believed that the fire was of incendiary origin. The Liberty is a Twin Cities Theatre Company house.

## Charters Granted Many New Companies in New York

Companies chartered to engage in the motion picture business in New York State, during the past two weeks, included the following: Regency Copyrights, Inc., \$20,000, Richard T. Lingley, Charles A. Bennett, Thomas J. King, New York City; Milton Hoeky, Inc., \$5,000, Milton Hoeky, Louis Hoehenberg, David S. Hoehenberg, New York City; 7-11 Productions, Inc., \$20,000, Sadye Fischer, Morris Kleinberg, Joseph Goldie, New York City; Exhibitors Theatre Corporation, Rochester, \$50,000, John G. Schultze, Chester Fennyvessy, William Tishkoff, Rochester.

Connelly-Morrison, Inc., \$4,000, Bobby Connolly, Leo Morrison, Maxwell Arnowitz, New York City; Cineova Pictures Corporation, \$25,000, Joseph Navikas, George J. Bartaszius, Joseph Thomas, New York City; 852 Gates Avenue Corporation, capitalization not specified, John J. McGinty, Arthur B. Cohn, Sylvia Brown, New York City; Schine Theatrical Co., Inc., Gloversville, capitalization not stated, Louis Mehl, Brooklyn; Frances Hoffman, Adolph Schimmel, New York City.

## Comedian Eddie Lyons Dies in Hollywood

Eddie Lyons, well known comedian director, died in Hollywood on Monday last after a lingering illness which started three months ago with a nervous breakdown. He was forty years old.

Born at Beardstown, Ill., in 1886, Lyons started his stage career in Chicago, with the Marlowe stock company. His first screen connection was with the old Biograph, later working for Imp and Nestor. His widest success was as a member of the famous team of Lyons-Moran, Star Comedies for Universal. After dissolution of the team, he made the following feature comedies for Universal: "Everything but the Truth," "La, La, Lucille," "Once a Plumber," "Fixed by George," "A Shocking Night," and "Roamin' Romeos."

## Nathanson Against Canadian Quota Idea

**A**T a meeting of theatre managers in Toronto, Ontario, on August 24, N. L. Nathanson, managing director of Famous Players Canadian Corp., Limited, crossed verbal swords with those who had been suggesting a quota plan for moving pictures in Canada as a means to encourage the presentation of British productions.

Nathanson pointed out that 95 per cent of the stockholders of Famous Players Canadian Corp. were Canadians and the company owned and controlled close to 100 theatres in the Dominion. An office was maintained in London, England, at considerable cost for the purpose of examining British pictures and the pick of these were procured for the Canadian market. When a British picture measured up to a certain standard, it would be booked for the circuit of Famous Players Canadian Corp. Recent instances were given by Nathanson in the booking of "Nell Gwyn," "Every Mother's Son" and similar productions of value.

In the opinion of Nathanson, the quota idea was entirely beside the question.

## Historic Films Preservation Urged by Hays

**P**RESERVATION of historical films in the Government archives at Washington was urged by Will Hays this week in an interview with President Coolidge. The idea is favored by the President, according to newspaper dispatches from the summer White House.

The plan has already been indorsed by Senator Smoot, chairman of the committee making plans for the archives building. There will be twenty vaults, at first, it is expected, with a capacity of 1,000 reels each. Later, thirty additional vaults will be built.

Among the pictures which Mr. Hays named as being of the character that should be preserved were: the inaugurations, beginning with McKimley; the signing of the Versailles Treaty; the return of Pershing from France; Woodrow Wilson at Versailles, and others.

"The Covered Wagon" and "Abraham Lincoln" are types of pictures which Mr. Hays believes should be preserved.



## Foreign Director Will Make Picture Here

**D**OUGLAS FAIRBANKS announced this week that Eisenstein, director of the Russian film "Potemkin," has been signed by United Artists to make one picture in this country. Eisenstein will come to this country in about four or five months as a temporary release from the Russian Government has been secured.

The title or nature of the picture has not yet been announced.

## Cast Chosen for Barrymore United Artists Film

The cast supporting John Barrymore in the picture based on the life of Francois Villon was announced this week. It will consist of Marceline Day, feminine lead; Otto Matiesen, who will portray Louis XI; Lawson Butt, Mack Swain and Slim Summerville, who will provide the comedy relief; Lucy Beaumont and "Nellie," a duck.

Alan Crosland will direct from a scenario prepared by Paul Bern, and Joseph August is chief cameraman. William Cameron Menzies is the art director.

## Sterling Pictures Expanding Exchange Interests

Henry Ginsberg, president, and George E. Kann, vice-president of Sterling Pictures Distributing Corporation, announce that they are expanding their exchange interests, having become partners in the Premier Film Exchanges in Chicago and Indianapolis with I. E. Chadwick. According to present plans, Sterling will have established several more Sterling Exchanges and become interested in others before the end of the year.

## Carey to Appear in M-G-M's "The Little Journey"

Harry Carey has signed to appear in "The Little Journey," a Metro-Goldwyn-Mayer production. This will mark the Western star's first work for this company. He will also, for the first time, play a "white collar" role. Claire Windsor plays the heroine and William Haines plays the hero in this adaptation of Rachel Crother's novel. Robert Z. Leonard will direct.

## Change in Gotham Schedule of Releases

Because exchange men and exhibitors have requested a railroad story, Gotham productions will release "The Block Signal," starring Ralph Lewis, before "The Silent Power," which also has the same star. Original plans called for release of the latter first, but the dates are now switched.

## Hurley Exploiting Hi-Mark Horse Race Films

Ed. Hurley has taken over the special exploitation of the Steve Donaghe series of two-reelers which N. Nathanson of the Hi-Mark Film Sales Company is distributing over the state right market.

# Fox Preparing Belasco Plays

Allan Dwan to Direct "The Music Master," and Al Green "The Auctioneer"



Allan Dwan (left) and Alfred E. Green who are directing the picturization of two David Belasco plays for Fox Films

**T**HE majority of the Fox directorial staff are hard at work either on production or in the preparation of vehicles for the new season at the present time. Alfred E. Green is at the Fox West Coast studio preparing for the filming of "The Auctioneer," the Belasco play in which George Sidney will portray the name part. Exteriors only for this production will be filmed in New York.

Allan Dwan is at the New York studio preparing another Belasco play, "The Music Master," for filming. The cast has not yet been chosen but an announcement is expected when Winfield R. Sheehan reaches New York. It is intended to make the Belasco play one of the Fox giant specials.

F. W. Murnau has made preliminary plans for his first Fox picture "Sunrise," based on an idea taken from Hermann Suderman's novel "A Trip to Tilsit." He will film exteriors for this picture at Lake Arrowhead in the San Bernardino mountains in California.

Raoul Walsh is scheduled to direct "The Monkey Talks" in which Jacques Lerner

will make his film debut. George Melford is at present directing "Going Crooked," a screen version of the John Golden stage play. Bessie Love and Oscar Shaw play the leading roles.

John Ford is now making "The Story of Mother Machree" with Belle Bennett in the lead and Frank Borzage is preparing to film "7th Heaven," another of the Fox specials. Harry Beaumont is in England at present shooting exteriors for "One Increasing Purpose," the interiors will be made in Hollywood.

Victor Schertzinger has just finished camera work on "The Return of Peter Grimm," another Belasco drama with Alec B. Francis in the name part. Irving Cummings is at present in New York filming exteriors in "Bertha, the Sewing Machine Girl," interiors will be made in Hollywood. J. G. Blystone is busy with "On the Wings of the Storm."

R. William Neill is now directing "The City," Clyde Fitch's play and John Griffith Wray is preparing for his next production, the title of which has not yet been announced.

## Bushman-Hanson in Next Corinne Griffith Film

Francis X. Bushman and Einar Hanson have been chosen for important roles in Corinne Griffith's next production, "The Lady in Ermine," based on the operetta by Rudolph Schanzer and Ernst Welisch. Production will start in about two weeks, under direction of James Flood and the picture will be released through First National.

## Patsy Ruth Miller Signed for Barthelmess Film

Patsy Ruth Miller has been chosen to appear opposite Richard Barthelmess in "White Black Sheep," his next Inspiration production for First National release.

REMEMBER THE SUCCESS  
of "BROWN of HARVARD"  
BOOK  
↓  
"COLLEGE DAYS"  
A TIFFANY Production  
EXCHANGES EVERYWHERE



# First Nat'l. Starts K.O. Club

**Selection of Ten High Salesmen Every Quarter; Cash Awards and Insurance**

WITH the idea of developing a closely knit organization, the sales cabinet of First National has caused the formation of a club to be known as the K. O. Salesmen will be eligible and it is the intention of the company to make promotions from the membership. The year will be divided into four quarters during each of which ten salesmen will be selected, selection being based on the record of the preceding three months.

Salesmen with a K. O. button will have an assured future with the company says the cabinet. They will attend conventions and have a part in the sales conferences. Competition will start October 4 and the initial members of the club will be announced the first part of January.

A salesman to be eligible for the club must have been in the service of First National for three months prior to the beginning of any quarter. Net billings will be figured on a percentage basis against revised quotas. The results will be accumulated from week to week until the close of the first thirteen weeks' period, which will be January 1, 1927. After that there will be a fresh start for another thirteen weeks and so on from quarter to quarter.

At the end of each quarter the sales cabinet will review from various angles the performances of the twenty leading salesmen and out of that number will

select the ten foremost for membership in the club. There will be a checkup on the number of play-dates secured against possibilities; also on the number of specials booked in the salesman's territory against possibilities, the completeness with which he has covered his field, expenditure and other points deserving of consideration in estimating a salesman's accomplishments.

The final selection of members of the K.O. Club will rest with the sales cabinet, whose judgment will be final.

Each of the ten men named as a K.O. will receive the same award. At the end of the first quarter, the ten winners will each be given an extra week's salary. Such of these men as qualify for the second quarter, whether it be the quarter immediately following the first quarter or some subsequent period, will receive another extra week's salary, plus \$1,000 additional life insurance.

To the men who qualify a third time, First National will give another week's salary and still another additional \$1,000 insurance. Those qualifying for a fourth quarter will receive another additional week's salary and a trip to New York at the company's expense where they may spend one week visiting the departments of the home office and enjoying the White Lights.

# Fox "Location Studio" Opened

**Dedication of Scenic Wall Highlight of Celebration Open to the Public**

WITH a fanfare of trumpets, Fox Hills, the new one hundred and fifty acre "location studio" of Fox Films, in Los Angeles, was opened formally to the public last week. Highlights of the attendant ceremonies were the dedication of the new scenic wall, an address

by Hon. Isadore B. Dockweiler and the presentation by Olive Borden of the flag to a company of marines that appeared in "What Price Glory."

The program that followed included a complete rodeo put on by Tom Mix and his band of cowboys, the awarding of prizes for a Charleston contest by Winfield R. Sheehan and the personally-conducted tours of the studio grounds where many sets were viewed by the visitors.

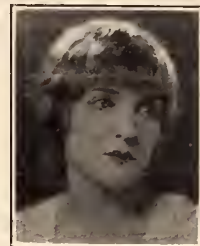
Among the stars and players present, besides Tom Mix and Olive Borden, were George O'Brien, Anita Stewart, Virginia Valli, Belle Bennett, Alma Rubens, Janet Gaynor, Gladys McConnell, Lou Tellegen, J. Farrell MacDonald, Dolores Del Rio, Bessie Love, Alec B. Francis, Buck Jones, Kathryn Perry, Florence Gilbert, Richard Walling, Walter McGrail, May McAvoy, May Allison, Robert Frazer, William Powell, Tom Santachi, Frank Campeau, Leslie Fenton, Oscar Shaw, John Roche, John St. Polis and many others now making pictures on the Fox lot.

Many directors were also present. These included Raoul Walsh, Frank Borzage, F. W. Murnan, Victor Schertzinger, George Melford, John Ford, George Marshall, R. William Neill, Albert Ray, Lew Seiler and Howard Hawks.

Among the officials of the Fox company who attended were W. R. Sheehan, vice-president; Sol M. Wurtzel, general superin-

## Mae Allison Signs for Two Fox Productions

MAE ALLISON has been signed by Fox to appear in two pictures, "One Increasing Purpose" and "The City." As her work in "One Increasing Purpose" will be



Mae Allison

confined to interiors, it will not be necessary for Miss Allison to journey to England, where Harry Beaumont is at present filming exteriors for the A. S. M. Hutchinson novel. While awaiting Beaumont's return, Miss Allison will portray a featured role in "The City," the Clyde Fitch play now in preparation, which will be directed by R. William Neill. It is expected her work will be finished by the time the unit in England returns to this country.

tendent of the William Fox West Coast Studios; Ben Jackson, business manager; Kenneth Hawks and Ernest Maas, supervisors of productions.

While the area included in Fox Hills studio is one hundred and fifty acres, the motion picture company and individuals possess four hundred and fifty acres of the valuable land which will be held available for expansion of the film plant from time to time. Fox Hills is situated west of Wilshire Boulevard, between Santa Monica and Pico. The main entrance is on the south side of Santa Monica and is easily accessible by automobile or the traction lines.

## Title of Hines' Production Now "Stepping Along"

In order to avoid conflict with titles already used in First National's program for the 1926-27 season the latest Johnny Hines comedy known as "The Knickerbocker Kid," has been changed to "Stepping Along."

## Patricia Avery Wins New Contract With M-G-M

On the strength of her excellent work in "Annie Laurie" Patricia Avery, former stenographer at the Metro-Goldwyn-Mayer Studio, has won a new contract with that company. Louis B. Mayer "discovered" her.

## "Kiss and Make Up" Next Jewel for Laura La Plante

"Kiss and Make Up," a story by Julian Josephson, has been chosen as the next Universal Jewel production in which Laura La Plante will be starred. William A. Seiter will direct.





## Filming of "Uncle Tom's Cabin" Under Way

**A**FTER many delays, occasioned by illness and bad weather, the Universal production "Uncle Tom's Cabin," based on the story by Harriet Beecher Stowe, has finally gotten under way under the direction of Harry Pollard.

Though production was delayed for five and a half months, due to the illness of Pollard, the entire company is now working at top speed. Several massive sets are being erected at Universal's studio in Hollywood.

## De Mille Completes Cast for "King of Kings"

Cecil B. De Mille has finally completed the cast for his super-production for release through Producers Distributing Corporation titled, "The King of Kings." The list now stands: Ernest Torrence as Peter; Joseph Schildkraut as Judas Iscariot; Joseph Striker as John, the Beloved Disciple; Robert Edeson as Matthew, the Publican; James Neill as James; Sidney Dalbrook as Thomas, the Doubter; Robert Ellsworth as Simon, the Zealot; David Imboden as Andrew; Charles Belcher as Philip; Charles Requa as James the Less; John Price as Thaddeus, and Clayton Packard as Bartholomew.

Among the members of the cast previously announced are H. B. Warner in the title role, Jacqueline Logan, Rudolph Schildkraut, Victor Varconi, Majel Coleman, and Dorothy Canning.

## Fox Announces Additions and Changes in Casts

Betty Miller and George Irvings have been added to the cast of "The City" and Sammy Cohen will appear in "The Return of Peter Grimm." Merta Sterling and Hank Mann will be seen in "Gaby" and Thomas Jefferson replaces Samuel Allen in the role of the King in the same production.

Ellen Bardin has been added to the cast of Tom Mix's latest for Fox, "The Canyon of Light." Alice Howell will replace Blanche Payson in the name role in "Madame Dynamite."

## First of Stern Bros. "Newlyweds" Series Released

"The Newlywed's Neighbors," the first of the series of thirteen "Newlyweds and Their Baby" comedies, produced by Stern Bros., was released this week by Universal. Gus Meins directed and the characters are played by Jed Dooley, Ethlyn Clair, and a baby designated as "Snookums."

## Paramount School Graduate for Meighan Picture

Thomas Meighan has personally chosen Mona Palmer, graduate of the Paramount Picture School, to be his leading lady in "The Canadian," his next production. The unit will do location work near Calgary, Alberta, Canada. William Beaudine is directing.

# Laemmle Offers Scholarship

Sets Aside \$6,000 for College Students Writing Best Essay on "Les Miserables"

**C**ARL LAEMMLE is sponsor for a plan which offers scholarships to college students writing the best essays on the Universal release, "Les Miserables." The plan has been outlined to the presidents of 748 universities and colleges and, while replies have not as yet been received from all, those who have answered have expressed enthusiasm for the idea with the result that the plan will be put in operation.

The letter sent out by Mr. Laemmle outlines his plan in detail, also stressing the fact that the idea is free from "any form of blatant advertising." It is in view of the enormous educational power of the production, both from the point of view of raising the standard of cinema entertainment and that of drawing the attentions of millions of scholars to what Swinburne

describes as "the greatest epic and dramatic work of fiction ever created or conceived," says Laemmle, "that I am contemplating the endowment of several Victor Hugo-Carl Laemmle Scholarships, setting aside the sum of \$6,000 for these scholarships."

The suggestion conveyed in Laemmle's letter is that students of all universities, colleges and high schools should be eligible as contestants in the writing of an essay or examination paper on "Les Miserables," to be judged by competent literary authorities.

A. L. Burt, the publishers, are rushing a new edition of Hugo's work with elaborate illustrations from the picture and publishers of other editions of Hugo's are planning campaigns on their own editions.

# Warner Bros. Preparing Eight

List Headed by "The Missing Link," "Third Degree," "While London Sleeps"

**W**ARNER BROS. expect to have eight companies working on special productions during this month, according to the program laid out at present. Manuscripts on three pictures are almost complete. They are "The Missing Link," "The Third Degree" and "While London Sleeps." Syd Chaplin will be starred in "The Missing Link," for which Charles Reisner and Darryl Francis Zanuck prepared the scenario. Production will be started this week.

Dolores Costello is the star of "The Third Degree," based on the famous stage play by Charles Kline. Bess Meredyth and Graham Baker furnished the scenario from which Michael Curtiz will direct.

Rin-Tin-Tin's next starring vehicle will be "While London Sleeps," based on the story by Walter Morosco, who will also direct the picture version.

The fourth production will be a mystery-comedy drama based on a story by Arthur Somers Roche in which Louise Fazenda and John T. Murray will be featured. Lloyd Bacon will direct.

"The Brute" is the title of Monte Blue's next starring picture, which Herman Raymaker will direct. Paul Stein's second directorial assignment will be "The Climbers," starring Irene Rich. A special cast will be chosen for this production.

Vitaphone accompaniment for all Warner Winners will be the policy of the company.

## Fox Lists Release Dates and Title Changes

Several title and release date changes have been announced by Fox Films. The Imperial Comedy, originally titled the "Steeplechase," has been changed to the "Steeplechasers"; the Van Bibber Comedy, formerly "The Clown," will be released on October 10th as "King Bozo."

"Riches of the Earth," a Fox one-reel Variety, has been retitled "Rocky Mountain Gold" and will be released September 19th, instead of September 5th, as originally announced, changing places with "Around the World in Ten Minutes," also a Variety subject.





# : : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length	Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
<b>ASSOCIATED EXHIBITORS</b>							Wild, Wild Susan .....	4	17	24	5	59	5,774 Ft.
Camille of the Barbary Coast ..	6	6	—	55	5,403 Ft.		Womanhandled .....	—	6	25	7	71	6,765 Ft.
Skyrocket, The .....	8	18	—	61	7,350 Ft.		Woman of the World .....	1	6	11	4	65	6,353 Ft.
<b>CHADWICK PICTURES</b>							<b>FILM BOOKING OFFICES</b>						
Some Pun'kins .....	2	4	6	52	7,000 Ft.		All Around Frying Pan .....	1	5	24	5	69	5,519 Ft.
Wizard of Oz .....	—	1	12	70	6,300 Ft.		Beyond the Rockies .....	—	1	10	1	70	4,851 Ft.
<b>COLUMBIA PICTURES</b>							Born to Battle .....	—	—	13	—	66	5,100 Ft.
Steppin' Out .....	—	7	5	59	5,267 Ft.		Cowboy Musketeer, The .....	1	1	10	—	63	4,500 Ft.
<b>FAMOUS PLAYERS</b>							Flaming Waters .....	3	9	10	4	58	6,591 Ft.
American Venus, The .....	—	5	26	3	68	7,931 Ft.	Hands Across the Border .....	—	2	11	—	65	5,267 Ft.
Ancient Highway, The .....	1	11	23	1	60	6,034 Ft.	Heads Up .....	—	8	4	2	57	5,482 Ft.
Behind the Front .....	1	—	24	23	83	5,555 Ft.	High and Handsome .....	—	3	10	1	66	5,669 Ft.
Best People .....	2	13	13	1	56	5,700 Ft.	If Marriage Fails .....	3	8	5	—	47	6,006 Ft.
Blind Goddess, The .....	—	2	17	4	73	7,249 Ft.	Isle of Hope .....	4	4	6	—	47	5,800 Ft.
Born to the West .....	—	1	10	—	67	6,043 Ft.	Keeper of the Bees .....	—	2	19	19	86	6,712 Ft.
Coast of Folly, The .....	3	16	25	4	60	6,840 Ft.	King of the Turf .....	3	6	10	2	55	6,210 Ft.
Cobra .....	18	10	10	—	38	6,875 Ft.	Last Edition, The .....	1	8	21	3	64	6,400 Ft.
Crown of Lies, The .....	—	7	5	—	53	5,020 Ft.	Let's Go Gallagher .....	1	3	12	4	69	5,182 Ft.
Dancing Mothers .....	—	3	24	1	68	7,169 Ft.	Man of Nerve .....	—	2	12	—	66	4,452 Ft.
Desert Gold .....	—	5	16	1	69	6,900 Ft.	Midnight Flyer, The .....	—	7	20	8	71	6,200 Ft.
Enchanted Hill, The .....	—	—	16	4	76	6,326 Ft.	Parisian Nights .....	3	4	20	2	63	6,278 Ft.
Flower of Night .....	2	12	9	—	50	6,374 Ft.	Queen O' Diamonds .....	—	4	7	—	59	5,129 Ft.
For Heaven's Sake .....	1	7	28	8	65	5,356 Ft.	Ridin' the Wind .....	1	5	31	8	71	7,518 Ft.
Golden Princess, The .....	—	13	22	3	62	6,395 Ft.	That Man Jack .....	1	4	10	—	59	5,032 Ft.
Grand Duchess and the Waiter ..	—	8	12	9	71	6,314 Ft.	Tough Guy, The .....	—	5	16	10	75	5,454 Ft.
Hands Up .....	1	6	29	—	64	5,883 Ft.	Wall Street Whiz .....	1	2	9	—	61	5,452 Ft.
Irish Luck .....	—	4	32	3	69	7,008 Ft.	When Love Grows Cold .....	1	11	6	—	49	6,500 Ft.
It's the Old Army Game .....	1	6	7	1	57	6,889 Ft.	Wyoming Wildcat, The .....	1	2	11	1	65	5,156 Ft.
King on Main Street, The .....	2	9	20	3	62	6,229 Ft.	<b>FIRST NATIONAL</b>						
Kiss of Cinderella, A .....	12	11	17	2	49	9,686 Ft.	Beautiful City, The .....	1	8	13	1	55	6,466 Ft.
Let's Get Married .....	—	—	16	2	73	6,800 Ft.	Bluebeard's Seven Wives .....	—	8	17	1	62	7,774 Ft.
Lord Jim .....	5	10	14	1	53	6,702 Ft.	Classified .....	1	3	23	7	72	6,927 Ft.
Lovers in Quarantine .....	1	11	17	4	62	6,570 Ft.	Clothes Make the Pirate .....	1	7	16	—	59	8,000 Ft.
Mannequin .....	1	7	24	2	64	6,981 Ft.	Dancer of Paris .....	—	2	14	2	70	6,220 Ft.
Man Who Found Himself .....	3	9	25	3	62	7,168 Ft.	Dark Angel, The .....	1	2	23	8	74	7,311 Ft.
Miss Brewster's Millions .....	1	6	9	—	54	6,457 Ft.	Far Cry, The .....	1	3	16	—	63	6,868 Ft.
Moana .....	3	6	11	1	56	6,133 Ft.	Girl from Montmartre, The ..	—	7	11	—	58	6,700 Ft.
New Brooms .....	2	16	13	—	51	5,443 Ft.	Infatuation .....	2	4	12	—	58	5,794 Ft.
New Klondike .....	2	12	21	1	58	7,445 Ft.	Irene .....	—	2	21	15	80	8,400 Ft.
Not So Long Ago .....	6	10	9	3	52	6,949 Ft.	Joanna .....	—	4	16	5	71	7,900 Ft.
Palm Beach Girl, The .....	—	4	13	2	67	6,918 Ft.	Just Suppose .....	2	5	13	2	61	6,270 Ft.
Pony Express, The .....	3	5	31	33	80	9,801 Ft.	Kiki .....	—	3	9	4	72	8,299 Ft.
Rainmaker, The .....	1	4	10	1	61	6,055 Ft.	Knockout, The .....	1	8	23	5	66	7,450 Ft.
Regular Fellow, A .....	4	9	21	5	62	5,027 Ft.	Live Wire, The .....	—	6	23	9	72	7,000 Ft.
Runaway, The .....	—	5	7	—	58	6,271 Ft.	Lost World, The .....	1	7	33	30	79	9,700 Ft.
Sea Horses .....	1	12	18	—	57	6,671 Ft.	Mademoiselle Modiste .....	—	1	21	1	70	6,230 Ft.
Seven Keys to Baldpate .....	2	9	30	1	62	6,649 Ft.	Memory Lane .....	—	4	15	2	67	6,825 Ft.
Social Celebrity, A .....	—	4	13	2	67	6,025 Ft.	New Commandment, The .....	—	7	24	2	65	6,980 Ft.
Song and Dance Man, The .....	2	14	12	—	51	6,997 Ft.	Pace That Thrills, The .....	2	10	12	—	56	6,911 Ft.
Son of His Father, A .....	—	12	34	7	67	6,925 Ft.	Quo Vadis .....	1	3	21	12	76	9,050 Ft.
Splendid Crime, The .....	2	9	14	—	55	6,069 Ft.	Rainbow Riley .....	—	5	20	1	65	6,450 Ft.
Stage Struck .....	5	15	17	3	55	6,691 Ft.	Ransom's Folly .....	2	3	6	—	53	7,322 Ft.
That Royle Girl .....	—	12	21	4	64	10,253 Ft.	Reckless Lady, The .....	—	6	10	—	59	7,336 Ft.
That's My Baby .....	—	4	12	1	65	6,805 Ft.	Scarlet Saint, The .....	—	10	4	—	49	6,880 Ft.
Trouble With Wives .....	1	10	18	2	61	6,489 Ft.	Shore Leave .....	—	4	26	4	70	6,856 Ft.
Untamed Lady, The .....	2	9	14	5	63	6,132 Ft.	Splendid Road, The .....	1	7	19	1	62	7,646 Ft.
Vanishing American .....	—	4	32	17	77	9,916 Ft.	Too Much Money .....	1	6	5	1	55	7,600 Ft.
Wanderer, The .....	5	14	17	5	57	8,173 Ft.	Tramp, Tramp, Tramp .....	1	1	5	3	71	5,380 Ft.
Wet Paint .....	5	2	13	—	55	5,109 Ft.	Unguarded Hour, The .....	—	15	11	2	56	6,613 Ft.
Wild Horse Mesa .....	3	15	35	9	65	7,164 Ft.	We Moderns .....	1	8	18	5	66	6,609 Ft.
							What Fools Men .....	1	7	12	1	59	7,264 Ft.



Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length	Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Why Women Love .....	1	7	12	—	57	6,696 Ft.	Man from Red Gulch .....	—	5	5	—	55	5,437 Ft.
Wilderness Woman, The .....	—	2	7	1	67	7,533 Ft.	Million Dollar Handicap, The .....	1	7	13	4	64	6,095 Ft.
Winds of Chance .....	2	4	12	4	65	9,554 Ft.	People vs. Nancy Preston .....	—	7	10	—	58	6,143 Ft.
Yellow Fingers .....	1	3	6	—	56	5,594 Ft.	Prairie Pirate, The .....	—	3	11	—	64	4,617 Ft.
<b>FOX</b>							Red Dice .....	1	—	10	1	78	7,257 Ft.
Ancient Mariner, The .....	4	6	4	—	43	5,548 Ft.	Road to Yesterday, The .....	3	8	12	1	55	9,980 Ft.
As No Man Has Loved .....	—	5	19	8	73	7,929 Ft.	Rocking Moon .....	1	2	13	—	63	6,013 Ft.
Best Bad Man, The .....	—	4	15	4	70	4,983 Ft.	Seven Days .....	—	2	10	2	70	6,989 Ft.
Cowboy and the Countess .....	—	3	9	1	65	5,000 Ft.	Simon the Jester .....	—	6	11	2	64	6,168 Ft.
Desert's Price .....	—	3	4	4	73	5,709 Ft.	Steel Preferred .....	3	4	11	5	65	6,717 Ft.
Dixie Merchant, The .....	—	3	8	—	62	5,126 Ft.	Three Faces East .....	3	4	16	5	63	7,419 Ft.
Durand of the Bad Lands .....	—	—	12	1	72	5,844 Ft.	Unknown Soldier, The .....	—	—	5	6	86	7,979 Ft.
East Lynne .....	1	4	16	1	64	8,653 Ft.	Up In Mabel's Room .....	—	1	5	5	81	6,345 Ft.
Everlasting Whisper, The .....	3	5	19	3	63	5,611 Ft.	Volga Boatman, The .....	—	2	11	10	80	10,050 Ft.
Fighting Heart .....	—	6	13	1	63	7,032 Ft.	Wedding Song, The .....	2	6	9	1	56	7,373 Ft.
First Year, The .....	1	4	7	—	56	5,038 Ft.	Without Mercy .....	2	6	8	2	58	6,597 Ft.
Fool, The .....	1	3	18	7	72	9,844 Ft.	<b>STATE RIGHTS</b>						
Gilded Butterfly, The .....	—	4	8	—	60	6,202 Ft.	His Master's Voice .....	—	4	8	2	66	5,700 Ft.
Golden Strain, The .....	1	7	13	1	59	5,989 Ft.	Souls for Sables .....	1	4	11	1	62	7,547 Ft.
Havoc .....	2	6	18	3	63	9,293 Ft.	<b>UNITED ARTISTS</b>						
Iron Horse, The .....	—	6	29	32	82	10,424 Ft.	Bat, The .....	—	1	8	4	77	8,219 Ft.
Johnstown Flood, The .....	—	2	7	3	73	6,357 Ft.	Don Q, Son of Zorro .....	1	2	28	21	80	10,264 Ft.
Kentucky Pride .....	1	9	18	4	64	6,652 Ft.	Eagle, The .....	1	6	15	5	67	6,756 Ft.
Lazybones .....	2	2	15	1	63	7,236 Ft.	Little Annie Rooney .....	3	3	22	15	75	8,850 Ft.
My Own Pal .....	—	2	14	—	66	6,058 Ft.	Partners Again .....	1	3	7	1	61	5,562 Ft.
Palace of Pleasure .....	1	6	7	—	53	5,467 Ft.	Tumbleweeds .....	2	4	17	6	69	7,254 Ft.
Road to Glory, The .....	—	1	12	—	68	6,038 Ft.	<b>UNIVERSAL</b>						
Rustling for Cupid .....	1	—	9	—	65	4,835 Ft.	Arizona Sweepstakes, The .....	1	5	15	2	64	5,418 Ft.
Sandy .....	1	7	15	2	62	7,850 Ft.	Beautiful Cheat, The .....	5	—	12	—	55	6,583 Ft.
Thank U .....	3	—	14	3	67	6,839 Ft.	Blue Blazes .....	—	—	14	—	70	4,659 Ft.
Thunder Mountain .....	1	4	10	—	52	7,537 Ft.	Bustin' Through .....	—	2	11	2	70	4,506 Ft.
Timber Wolf, The .....	—	2	10	4	74	4,869 Ft.	Calgary Stampede, The .....	—	1	18	6	76	5,924 Ft.
Tony Runs Wild .....	1	2	6	3	68	5,477 Ft.	California Straight Ahead .....	—	3	23	21	81	7,238 Ft.
Wages for Wives .....	3	3	7	2	58	6,352 Ft.	Call of Courage, The .....	1	2	6	1	62	4,661 Ft.
Wheel, The .....	—	6	11	—	59	7,325 Ft.	Chip of the Flying U .....	—	1	9	4	76	6,596 Ft.
When the Door Opened .....	5	6	10	—	49	6,515 Ft.	Circus Cyclone, The .....	—	2	8	—	64	4,609 Ft.
Winding Stair, The .....	4	6	7	—	48	6,107 Ft.	Cohens and Kellys, The .....	—	3	15	16	82	7,774 Ft.
Yankee Senor, The .....	3	2	14	—	59	4,902 Ft.	Combat, The .....	—	2	8	—	64	6,714 Ft.
<b>METRO-GOLDWYN-MAYER</b>							Desperate Game, The .....	—	1	7	5	79	4,400 Ft.
Auction Block .....	2	9	11	—	53	6,239 Ft.	Goose Woman, The .....	—	6	14	8	72	7,500 Ft.
Barrier, The .....	—	3	16	3	73	6,480 Ft.	His People .....	1	3	8	12	79	8,983 Ft.
Beverly of Graustark .....	—	2	27	2	70	6,977 Ft.	Home Maker, The .....	6	7	4	—	40	7,755 Ft.
Black Bird, The .....	—	3	20	5	72	6,688 Ft.	Little Giant, The .....	3	6	6	—	48	6,929 Ft.
Bright Lights .....	2	9	4	—	67	6,290 Ft.	Lorraine of the Lions .....	1	7	14	2	62	6,750 Ft.
Brown of Harvard .....	1	—	16	9	75	7,600 Ft.	Peacock Feathers .....	—	7	5	2	59	6,802 Ft.
Circle, The .....	2	7	5	—	48	5,511 Ft.	Phantom of the Opera .....	3	7	33	28	78	8,464 Ft.
Dance Madness .....	—	7	13	2	63	6,393 Ft.	Siege .....	3	4	18	2	62	6,427 Ft.
Devil's Circus, The .....	—	4	15	3	69	6,750 Ft.	Six Shooting Romance .....	—	—	12	—	70	4,869 Ft.
Don't .....	—	2	12	1	68	6,000 Ft.	Skinner's Dress Suit .....	2	7	11	1	57	7,025 Ft.
Exchange of Wives .....	—	10	18	2	62	6,300 Ft.	Spook Ranch, The .....	—	4	18	3	69	5,247 Ft.
Exquisite Sinners, The .....	—	7	8	—	56	5,844 Ft.	Sporting Life .....	1	7	12	3	63	6,763 Ft.
Go West .....	—	8	15	8	70	6,256 Ft.	Stella Maris .....	—	—	11	1	71	5,786 Ft.
His Secretary .....	—	3	20	10	76	6,433 Ft.	Still Alarm, The .....	—	3	11	3	70	7,406 Ft.
Ibanez' Torrent .....	2	4	12	1	60	6,769 Ft.	Storm Breaker, The .....	2	11	10	—	53	6,093 Ft.
Lights of Old Broadway .....	—	12	20	5	64	6,437 Ft.	Teaser, The .....	2	10	27	1	61	6,967 Ft.
Lovey Mary .....	—	1	10	1	70	6,167 Ft.	Two Fisted Jones .....	2	2	5	1	57	4,555 Ft.
Masked Bride, The .....	—	7	16	2	64	5,699 Ft.	Under Western Skies .....	—	1	12	1	70	6,452 Ft.
Merry Widow, The .....	—	5	21	28	83	10,027 Ft.	Western Pluck .....	1	3	5	3	66	4,207 Ft.
Midshipman, The .....	—	3	35	21	79	7,498 Ft.	What Happened to Jones .....	1	5	13	4	67	6,726 Ft.
Mike .....	—	6	27	7	71	6,755 Ft.	Where Was I? .....	—	6	26	2	67	6,630 Ft.
Monte Carlo .....	1	5	11	—	58	6,512 Ft.	White Outlaw, The .....	—	4	13	5	71	4,830 Ft.
Mystic, The .....	2	9	11	2	57	6,239 Ft.	<b>WARNER BROS.</b>						
Never the Twain Shall Meet .....	—	9	19	5	65	8,143 Ft.	Below the Line .....	2	4	11	4	65	5,951 Ft.
Old Clothes .....	1	3	20	8	73	5,915 Ft.	Bobbed Hair .....	1	6	16	2	63	7,543 Ft.
Only Thing, The .....	3	6	16	—	57	5,284 Ft.	Bride of the Storm .....	—	2	11	—	65	6,800 Ft.
Paris .....	2	2	8	—	57	5,580 Ft.	Cave Man .....	1	2	10	—	62	6,843 Ft.
Pretty Ladies .....	3	14	23	—	56	5,828 Ft.	Clash of the Wolves, The .....	—	1	8	2	73	6,230 Ft.
Sally, Irene and Mary .....	—	6	22	6	70	5,564 Ft.	Compromise .....	2	6	4	—	47	6,530 Ft.
Slave of Fashion, A .....	2	7	24	3	64	5,906 Ft.	Fighting Edge, The .....	2	2	14	2	65	6,369 Ft.
Soul Mates .....	3	9	10	—	51	6,000 Ft.	Hell Bent For Heaven .....	—	1	8	1	70	6,578 Ft.
Sun Up .....	5	7	9	2	53	5,906 Ft.	His Jazz Bride .....	3	3	6	2	57	6,420 Ft.
Time, the Comedian .....	1	9	8	—	52	4,757 Ft.	His Majesty Bunker Bean .....	8	3	3	—	35	7,015 Ft.
Tower of Lies, The .....	5	10	16	1	54	6,849 Ft.	Hogan's Alley .....	1	4	9	1	61	6,062 Ft.
Unholy Three, The .....	2	9	26	13	70	6,848 Ft.	Lady Windermere's Fan .....	1	2	9	3	69	7,612 Ft.
<b>PATHE</b>							Man on the Box, The .....	—	2	21	8	76	7,239 Ft.
Black Cyclone .....	—	2	30	15	78	5,058 Ft.	Man Upstairs, The .....	—	4	6	1	62	6,251 Ft.
Freshman, The .....	3	2	28	72	89	6,883 Ft.	Night Cry, The .....	—	—	16	2	73	6,300 Ft.
<b>PROD. DIST. CORP.</b>							Oh! What a Nurse .....	1	2	8	2	66	6,987 Ft.
Braveheart .....	1	2	2	7	78	7,225 Ft.	Pleasure Buyers, The .....	2	7	7	1	52	7,131 Ft.
Coming of Amos, The .....	4	2	19	3	64	5,714 Ft.	Red Hot Tires .....	1	5	13	1	62	6,402 Ft.
Hell's Highroad .....	3	5	13	2	60	6,143 Ft.	Satan in Sables .....	2	3	12	—	60	6,995 Ft.
Madame Behave .....	2	4	9	5	65	5,415 Ft.	Sea Beast, The .....	—	1	10	9	82	9,950 Ft.
Made for Love .....	2	10	1	—	39	6,703 Ft.	Seven Sinners .....	1	6	3	—	47	6,880 Ft.



## Evelyn Brent Signed for Paramount Picture

**E**VELYN BRENT has been signed by Famous Players to play the feminine leading role in "Love 'Em and Leave 'Em" which Frank Tuttle will direct at the Paramount studio in Long Island.

Miss Brent is now on her way East from Hollywood, as are Townsend Martin, scenarist, and Russell Matthews, assistant to Tuttle.

## Four Cosmopolitan Pictures in Work at M-G-M Studio

Two additional Cosmopolitan productions are soon to be launched at the Metro-Goldwyn-Mayer studio which will make a total of four pictures in work at one time. Marion Davies, at present finishing the filming of "The Red Mill," will shortly begin work on "Tillie, the Toiler," an adaptation of the comic cartoon strip appearing in the daily newspapers.

George Hill will soon begin direction of "Captain Salvation," an adaptation of the story by Frederick William Wallace. Jack Conway is now wielding the megaphone on "The Understanding Heart," and Reginald Barker is directing the filming of "The Flaming Forest."

## September 10 Release for "Flying Mail"

"Flying Mail," starring Al Wilson and directed by Mason Noel, will be released on September 10 by Associated Exhibitors. It is based on a story by Frank Howard Clark and was produced by Al Wilson Productions. Joseph J. Girard, Kathleen Myers, Harry Von Meter, Carmelita Geraghty, Eddie Gribbon and Frank Tomick make up the supporting cast.

## Moore Signed for Laura La Plante Production

Tom Moore has been signed to appear opposite Laura La Plante in "Beware of Widows," a Universal Jewel production. It is an adaptation of the Owen Davis stage play. Harvey Thew is doing the continuity and Millard Webb will direct.

## Beaumont Starts Filming of English Story

Harry Beaumont is at present in England shooting exteriors for the Fox production, "One Increasing Purpose," taken from the novel by A. S. M. Hutchinson. Edmund Lowe, Lila Lee and Lilyan Tashman play the leads.

## "Red" Grange to Make Personal Appearance

**W**HEN "One Minute to Play," the "Red" Grange starring vehicle being released by F. B. O., opens at the Colony Theatre, New York City, next week, the football star will make a personal appearance at each performance it was announced this week from the distributor's home office.

## Wynne-Jones on Trip in Interest of Ufa Films

Frederick Wynne-Jones, managing director of Ufa Films, Inc., is visiting exchange centers throughout the Middle West in the interests of Ufa product released through Paramount and M-G-M. and to sell to state rights and other independent exchanges a series of twelve imported features.

A Lya de Putti film, "Manon Leseaut," a Victor Varkoni feature, "Dance Fever," and Emil Jannings special, "Tartuffe," or "The Hypocrite," directed by F. W. Murnau, a Paul Richter production, "Peter the Pirate" and others will be shown to the independents. "Variety," "The Waltz Dream," "Faust" and "Metropolis" will be discussed with Famous and Metro-Goldwyn-Mayer executives.

The itinerary will take in Chicago, Milwaukee, Minneapolis, Des Moines, Omaha, Kansas City, St. Louis, Indianapolis, Cincinnati, Pittsburgh and Washington.

## Andres de Segurola Signed for Swanson Picture

Andres de Segurola, Spanish nobleman, who for many years sang with Caruso in this country and who was a member of the Metropolitan Opera Company for twelve years, has been signed by Gloria Swanson to appear in a character role similar to that of his real life in her first production for United Artists release.

Segurola has appeared before the crown heads of Europe, receiving the Medal of Incorporation from King Edward of England. He is Knight of the Order of the Crown of Italy and the Order of Alphonse the Twelfth.

## Chadwick Secures Distribution for Product

Standard Film Service, serving Eastern Pennsylvania, West Virginia, Kentucky, Ohio and Lower Michigan, will distribute the eleven First Division pictures of the Chadwick Company on the 1926-27 season. The Independent Film Company of Omaha has acquired the Nebraska and Iowa territorial rights for Chadwick's "April Fool" and "Devil's Island." "The Bells," third of the Chadwick Eleven, will be distributed in the same territory by Fontenelle Feature Film Company.

## "Captain Salvation" May Be Filmed at South Seas

"Captain Salvation," a Metro-Goldwyn-Mayer picture adapted by Lorna Moon from the story by Frederick William Wallace, is to be a Cosmopolitan production, it was announced this week. George Hill is to direct and the production will be made on an elaborate scale with a special cast. The company may go to the South Seas on location.

## Frances Marion Signs Long Term M-G-M Contract

Frances Marion this week affixed her signature to a long term contract with Metro-Goldwyn-Mayer to write scenarios for that company. Her first work will be on "The Wind," Dorothy Scarborough's novel, in which Lillian Gish will be starred after she completes work on "Annie Laurie."

## Fox Announces Release of Six Varieties

**T**HE first six releases for the new season of Fox Varieties, the ten-minute visual voyage around the world, which are made under the guidance of Ray Hall, were announced this week. "Down to Damascus" will be released August 22; "Rocky Mountain Gold," September 5; "Around the World in Ten Minutes" on September 19.

"The Great Lakes" goes to exhibitors on October 3 and the next release is "Austrian Alps" scheduled for October 17. The last, "Under Colorado Skies," will be released on October 31.

## Fineman to Assist Schulberg at Paramount

Following the termination of his two-picture contract with First National B. P. Fineman has rejoined Famous Players-Lasky where he will serve at the West Coast studio as executive assistant to B. P. Schulberg.

In 1914 Schulberg brought Fineman to Paramount and after serving there both left to produce. Fineman produced a series of productions, starring Katherine MacDonald in association with Schulberg, after which they split, Fineman going to F.B.O., then going to First National.

## Cast Chosen for Richard Talmadge Picture

Supporting players for Richard Talmadge's production for Universal release will include Barbara Bedford, Stuart Holmes, David Mir, Bennett Hastings, Robert Chandler and Christian Frank. Irvin Willat will direct this picture version of "The Black Rider." It is planned to produce the picture on an elaborate scale. Willat adapted and prepared the scenario.

## Rights to "Spring Fever" Bought by M-G-M

Metro-Goldwyn-Mayer has purchased the motion picture rights to "Spring Fever," a play by Vincent Lawrence, produced by Al Woods and which was shown in New York this season. No assignments have been made for the picture version.

## Lumas to Handle Product of Other Producers

**A**S a further step in the nationalization plans of Lumas Film Corporation, President Sam Sax announced this week that his company would take on pictures of other producers for distribution in addition to the Gotham product which Lumas handled exclusively until recently.

The new move is made because of expansion plans laid out which call for a larger number of pictures for the Gotham exchanges.



First National Studios Burbank, Cal.  
**NOW OPEN**



**The Open Doorway to the Stars**



# First National Pictures pic

Norma Talmadge

Colleen Moore

Constance Talmadge

Milton Sills

Ben Lyon

Anna Q. Nilsson

Dorothy Alackaill

Lewis Stone

Betty Bronson

Jack Mulhall

May Allison

Joyce Compton

Charlie Murray

Mary Astor

Warner Baxter

Lya de Putti

Myrtle Stedman

Noah Beery

Sinar Hanson

Frank Mayo

Pauline Goddard

## in the Star-Spangled



# sent all the greatest stars



## THE GREATEST STARS ON EARTH!

**M**ILLION dollar names put First National ahead of the industry—leading in tried and tested performance pictures! Hit after hit—week after week—52 absolute big business weeks in the First National year! The nation is First National for backbone product. It's a banner year—wherever the

### STAR SPANGLED BANNER GROUP

plays, they'll stand up and cheer!

First in Stars!  
First in Stories!

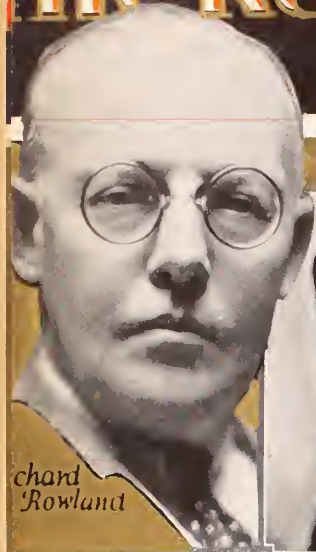


First in Hits!  
First in Fame!

# BANNER GROUP



# The Keenest Production Brains



Charles Rowland



John McCormick



Robert Kane



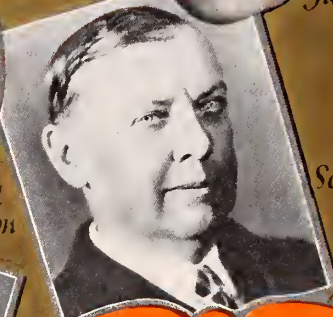
Al Rockett



Joseph M. Schenck



June Mathis



Earl Hudson

Sam Rork



George Fitzmaurice



Alfred Santell



Ray Rockett



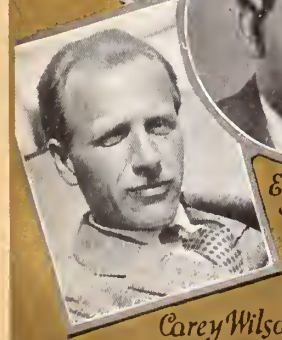
John Francis Dillon

**There's a Showman  
Producer Behind  
Every First  
National Picture!**

**And a box office Director  
dictates every scene!**

Every one a leader —  
every one a man who  
knows what it takes to  
keep theatres at capacity! That's why there's  
never a once-in-a-  
whiler in the First  
National line up—consistent, sure-fire, big  
business product that  
makes e-v-e-r-y week a  
profit week—e-v-e-r-y  
week in the year!

**The Star Spangled  
Banner Group  
Leads the Industry!**



P. Ineman

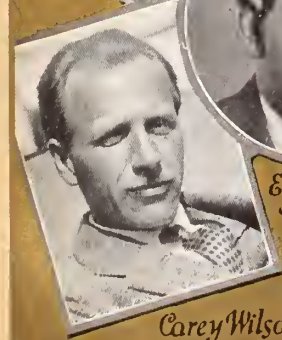


C. C. Burr

Henry Hobart



E. M. Asher



Carey Wilson



Charles R. Rogers



Lothar Mendes



Bulbani



Howard Higgin



George Archainbald

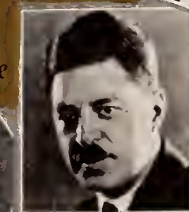


Charles Brabin

Harmon Weight



Richard Wallace



Sven Gade



Sidney Chalkin

Alfred S. Brown

are all **FIRST NATIONAL**





Facade of the administration building at the Burbank studios of First National, done in Spanish style of tan stucco and red tile

# Burbank Studio Culmination of First National's Progress

**C**HANGE is the keynote of the motion picture's history. No business alters its complexion so rapidly—no industry demands such constant alertness to maintain leadership. The motion picture company which does not keep step from day to day with the steady change going on in the demands of the business soon falls behind and is lost sight of. Powerful corporations have risen, prospered and fallen, all because of their failure to adjust themselves properly to the shifting bases of an industry unique in its demands.

From the organization of First National Exhibitors Circuit, Inc., in 1917, to the building of the \$2,000,000 studios at Burbank, Calif., in 1926, is a long and interesting trail—not only in point of time (for nine years is a long time in this shifting industry), but in point of the interesting progression of changes which the steady progress of the corporation has involved.

There was no lack of scoffers in 1917 when a little group of exhibitors, strong in their own territories but with practically no knowledge of national distribution, undertook to enter the field in competition with the strongest companies to assure for themselves and for exhibitors everywhere a steady supply of first-class product, regardless of threatened monopolistic conditions—but there are no scoffers today when First National throws open the doors of the mightiest and most modern studio yet built, to maintain that same steady supply of worthwhile product under conditions which now demand that First National produce a certain share of its own product and in its own studio. Just another move to keep step with the needs of the industry.

**W**HEN First National was formed on April 25, 1917, the purpose of the original franchise holders was to assure the availability of a plentiful supply of first-grade product, suitable for showing in the important first-run houses which they controlled, regardless of any threatening moves on the part of certain menacing interests. It was felt that this could be done through the supplying of adequate distribution to independent producers, who were then virtually without a channel for the marketing of productions of any magnitude. First National, it was felt, could function best as a

cooperative, exhibitor-owned organization, engaging in no production, but affording impartial and thorough distribution to any producer who could meet the quality demands of the group.

The men who made possible the fulfillment of this dream—the 26 original franchise holders, who dug down in their pockets for their proportionate share of the negative and print cost on each picture and who distributed the program in their respective territories—included N. H. Gordon (Boston); Jake and Otto Wells (Charlotte, N. C.); Jones, Linick and Schaefer (Chicago); Swanson and Nolan (Denver); A. H. Blank (Des Moines); John H. Kunsky (Detroit); Robert Lieber (Indianapolis); T. L. Tally (Los Angeles); Col. Fred Levy (Louisville, Ky.); Thomas Saxe (Minneapolis); Frank Hall (New Jersey); E. V. Richards, Jr. (New Orleans); J. D. Williams (New York City); Samuel Rothafel (New York City); H. O. Schwalbe (Philadelphia); Rowland and Clark (Pittsburgh); William Sievers (St. Louis); Turner and Dahnken (San Francisco); Jensen and Von Herberg (Seattle); Tom Moore (Washington, D. C.); E. H. Hulsey (Texas); Brouse and Stapleton (Eastern Canada); W. P. Dewees (Western Canada); Emanuel Mandelbaum (Cleveland).

These men, with the few State Rights exchanges already operated by members as a nucleus, obviously covered the strategic points of distribution in the United States and Canada, but there was open skepticism on every hand concerning the successful functioning of the members as one group. Where, said the wise ones, could product be found to compete with that offered by powerful rivals? How could a group of men scattered about the country and with little in common successfully conduct a highly specialized business on a national scale? How could financial expenditures be allocated in a manner to suit each member? The opinion in many quarters was that these things could not be done, and the prophets gave First National but a short while to live.

**D**ESPITE these pessimistic forecasts the men in charge went ahead with their plans. Offices were opened in two small rooms at 18 East 41st Street, New York City, with a staff of four persons. The first

picture to be acquired was "On Trial," an Essanay production.

Then came a move that completely eclipsed the sensation created by the original formation of First National—the signing of the Famous "Million Dollar Contract" with one Charles Spencer Chaplin. This was hailed as another preposterous move—but none could deny that First National was in a position to deliver a number of sure-fire attractions as a result of the contract.

Nevertheless, there was the immediate future to worry about, and things moved slowly for a time, of necessity. Two other pictures were acquired during 1917, "Daughter of Destiny" and "Alimony."

A critical period developed as the time for the annual meeting in April, 1918, drew near. Progress had been all that could be expected, but would the franchise holders—exhibitors rather than men familiar with distribution—realize this and be willing to carry on?

Fortunately, just at this time a rapid sequence of events changed the entire complexion of the situation and left little doubt as to what the franchise holders might think. First National obtained for distribution two of the outstanding box-office successes of the year, "Tarzan of the Apes" and "My Four Years in Germany." These went into the Broadway and Knickerbocker theatres respectively, where they played to capacity business. The very day before the opening of the annual meeting, Chaplin's first picture under his contract, "A Dog's Life," made its bow at the Strand Theatre and registered a sensation.

As a result the visiting franchise holders had such tangible evidence of the sound judgment being displayed in making up the releasing program that they returned home with full confidence in the future of the company.

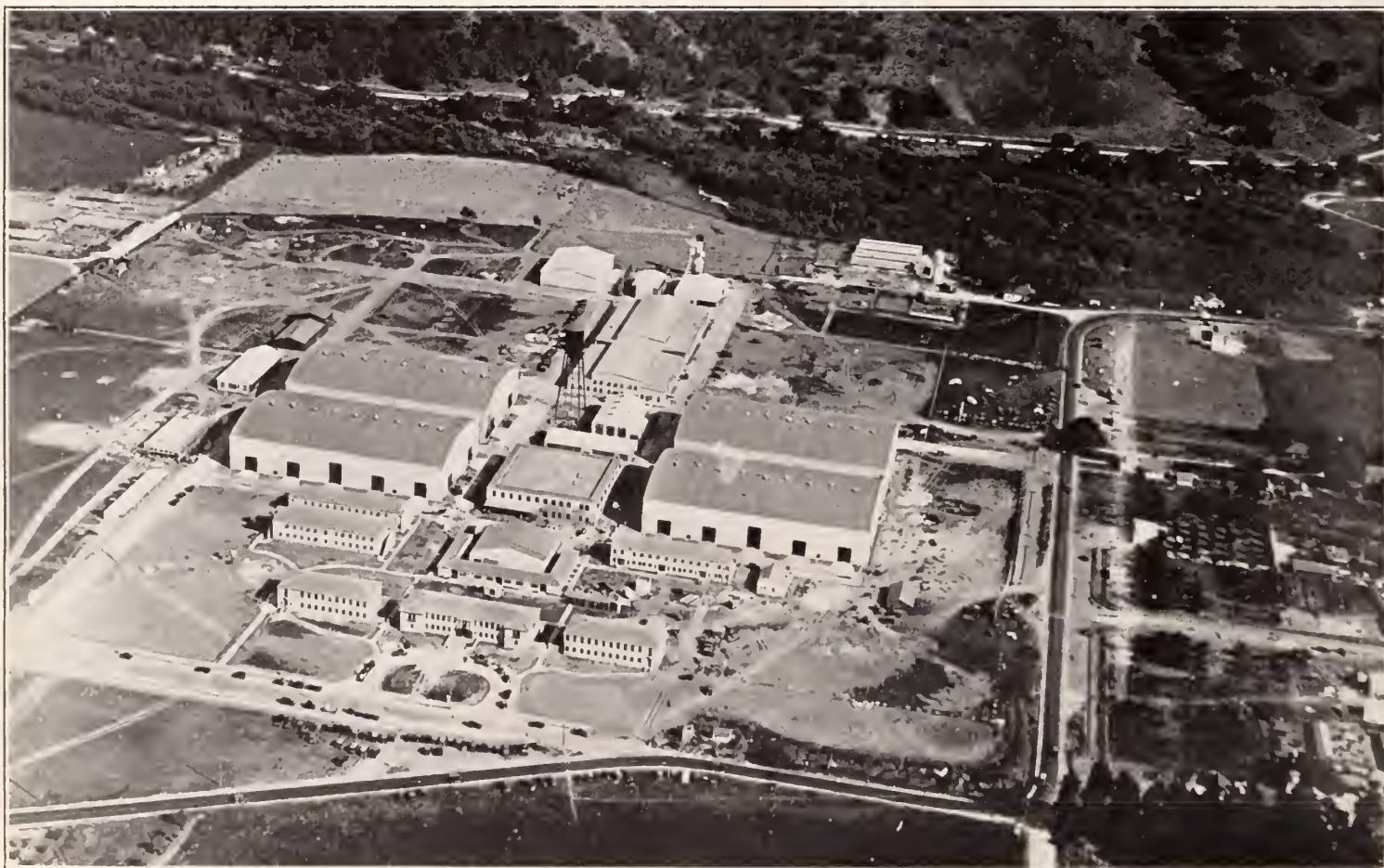
The next star to be placed under a First National contract was Anita Stewart, who was signed in the summer of 1918. Chaplin delivered his second picture, "Shoulder Arms," which still ranks as one of his greatest. "Pershing's Crusaders" came just at the right moment and scored a triumph.

A few weeks later the roster of stars was brought up to full big league strength





Attractive entrance to the administration building at the Burbank First National studios, showing the handsome style of architecture, the inlaid tile decoration and the landscape gardening with which the buildings are being surrounded



Airplane view of the \$2,000,000 First National studios at Burbank, Cal., giving some idea of the vastness of the project and the amount of construction involved





Robert Lieber, president of First National



Richard A. Rowland, general manager of First National Pictures, Inc.

with the acquisition of Mary Pickford, Norma Talmadge and Constance Talmadge.

Three Mary Pickford vehicles were delivered in following months, "Daddy Long Legs," "The Hoodlum" and "Heart of the Hills," all outstandingly popular.

**D**URING 1918 outside interests made persistent efforts to weaken and disrupt the First National organization. This succeeded in but one instance, but this one case convinced members that the time had come for the first change in the form of organization, so that measures might be adopted which would prevent any territory passing into the control of alien interests.

Long and careful consideration was given the problem and in the fall of 1919 the members of the circuit, aided by the best lawyers available, drew up plans for reorganization and refinancing along lines that would insure uniform accounting, centralized and uniform sales, distribution and exploitation. A committee of five was appointed to work out details.

As a result, in November, 1919, First National Exhibitors Circuit gave way to Associated First National Pictures, Inc. The stock of the company was placed in the hands of five voting trustees, elected by the entire membership, with full control over the transference of stock vested in them. The men elected were Robert Lieber, Indianapolis; N. H. Gordon, Boston; J. G. Von Herberg, Seattle; Fred Dahnken, San Francisco; and Moe Finkelstein, Minneapolis.

Shortly after the meeting, N. H. Gordon, J. D. Williams, H. O. Schwalbe and E. Bruce Johnson toured the country obtaining the signatures of the original franchise holders to the new agreement, preparatory

to a meeting in Atlantic City in January, 1920. At the conclusion of a series of conferences all the territories were signed up with the exception of Texas, Oklahoma and Arkansas.

Experience had shown that central control was needed to bring about uniform policy and practice in the releasing of the program, which could not be accomplished under local handling, so with the formation of Associated First National complete control of all the exchanges was centralized in the home office.

Having progressed thus far and proved that exhibitor co-operation in distribution was possible, the franchise holders decided that a broadening of the franchise idea, to take in a larger number of exhibitors, would strengthen the organization and extend its benefits throughout the industry. Conferences with this end in view were held between January and April, 1920, and at the annual meeting in Chicago a complete sub-franchise plan was presented to the stockholders and received their enthusiastic endorsement.

**I**N November, concurrently with the time for release of "The Kid," sub-franchises were offered to exhibitors, and the response was immediate. An intensive campaign was carried on, and ultimately some 3,500 exhibitors were enrolled as sub-franchise holders.

Difficulties had arisen with Chaplin, meanwhile, over the terms upon which "The Kid" was to be released to exhibitors, but these were ironed out and the picture placed in circulation in February, 1921. Charles Ray was added to the roster of First National stars.

During 1921 a difficult situation arose. The sub-franchise plan had extended the scope and strength of First National, but it had also increased the number of men who might be affected by adverse propaganda and made dissatisfied by opposition interests. This came about in some cases, and First National might have been wrecked from the inside had not wise and prompt action by the executives headed off the danger.

A "get-together meeting" was held in Chicago in October, attended by approximately one hundred delegates elected by the sub-franchise holders. The cards were laid on the table, and for four days all of the important actions of the company were freely and openly discussed. A rousing vote of confidence was given the executives.

Any remnants of dissatisfaction were dispelled by President Robert Lieber's announcement that any sub-franchise holder who wished to withdraw might do so, provided that he was not in arrears under his agreement.

Conditions were again changing, and a considerable number of sub-franchise holders withdrew under the terms offered, due to local conditions, and harmony once more reigned.

While these organization changes were taking place, First National continued to strengthen its line-up of releases. The first Constance Talmadge vehicle, "A Temperamental Wife," had arrived in September, 1919, and Norma's initial contribution, "A Daughter of Two Worlds," in January, 1920. In September, 1921, all of the released pictures of the Associated Producers (Thomas H. Ince, Mack Sennett, Marshall Neilan, Allan Dwan, Maurice Tourneur and J. Parker Reid) were taken over



and another contract was signed with Ince and Sennett for new product.

The year of 1921 also brought other important additions to the program. In April, Sol Lesser signed with First National for "Peek's Bad Boy," starring Jackie Coogan. A contract with Richard Barthelmess followed, under which he delivered "Tol'able David" in November. During the same year agreements were closed with Louis B. Mayer for the John M. Stahl productions and with Joseph M. Schenck for the Buster Keaton pictures.

SO 1922 found First National accepted in the trade as not alone the expression of an ideal and unique method of distribution, but as an industrial giant—an outstanding force in the business. The men who had brought it along to this point from its inception felt the need of an executive familiar with national distribution as well as the needs of the exhibitor and cast about for a suitable man.

They found him in Richard A. Rowland, who, after years as a successful theatre

executive, partner in the Rowland & Clarke Circuit of Pittsburgh, had organized Metro and remained president of it until its sale to other interests.

Rowland stepped into office as general manager—but we will let him tell the story from that point:

"When I came into First National, I found a wide variety of product being released, all from independent sources. Some of the pictures were excellent, some of them were fair—and in order to make up a full schedule it was necessary to accept some product that was distinctly mediocre. Schenck was giving us first-class pictures; so was Ince; so were a few of the others—but some of the product needed to complete the schedule was anything but satisfactory.

"Gradually I became convinced that First National, to maintain a consistently high standard, must make a certain amount of product. I didn't favor making all of the pictures we released—I don't today—because I don't think any one man or one organization can make all

the pictures we need and make them right.

"What I wanted to do was to replace the mediocre product on our schedule with pictures of our own. I knew they couldn't be worse and hoped that they might be a great deal better.

"Also, I wanted to build up and develop some stars of our own—stars that would be a definite asset to First National and whom we could keep under the First National banner, once we had built them up.

"First National, up to that time, had been solely a distributing organization for outside product and producing meant a radical change of policy. Naturally, there was some little skepticism.

"It was necessary, first of all, to convince the directors and franchise holders that we could make pictures successfully. As president of Metro I had largely kept my hands off production, respecting the tradition that there was some great mystery or secret about picture making—although I believed then, as I believe now, that that idea was pure bunk.



Views of the \$2,000,000 First National studios at Burbank under construction, including the dressing rooms, the cutting and projection rooms, the carpenter shops and the four dark stages, which may be seen in the background of all four pictures, showing how all of the departments are grouped around the stages





John McCormick, general manager of West Coast production for First National

"All that a man needs to make successful pictures is a show 'slant' and a realization of the value of money. Showmanship and sense—nothing mysterious about that.

"That idea that some secret, God-given gift is necessary to picture making was so widely current that, naturally enough, the franchise holders were not at all sure that we could produce suitable features. I said: 'Boys, let's make just one picture on a modest scale and see what we can do. Then you can decide whether or not you want to go ahead.' They agreed.

"We went ahead and made that first picture, 'Mighty Lak' a Rose.' It was a success, and smashed the bunk about the mystery of picture making. Soon we were launched on the group that included 'The Sea Hawk,' 'Flaming Youth,' 'The Lost World' and 'Black Oxen'—pictures that made screen history. We had proved that ordinary, commonsense mortals with showmanship instinct could compete success-

fully in picture making with those who made a great mystery of it.

"I have said that a man, to make successful pictures, must have both the showman's 'slant' and a sense of the value of money. That is because it is not enough that he make good pictures—he must make good pictures 'at a price.' A picture which would be a success if made at a cost of \$200,000 might be a failure if \$300,000 were spent in filming it.

"That has been the keynote of our effort—good pictures at a price. They must be good, but they must not cost too much.

"After producing for a time on the West Coast, we brought a portion of our production to New York because we felt that certain pictures could be made here to better advantage.

"All this time we were producing in rented studios and were cramped by lack of space. We needed more stages and we needed a large lot where we could build sets and leave them standing. Plenty of space offers the biggest chance for economy of anything in picture making. It became obvious that for economy and efficiency we must have more studio space, either in New York or on the West Coast.

"Plans for both were under consideration, though nothing was being done, when the United Studios were suddenly sold, forcing us to immediate action. The result was the decision to build the studio at Burbank—and we decided to build it right, benefiting by our own experience and that of other companies with their studios."

ONCE a decision had been reached to build on the West Coast, the problem of a site became paramount. Real estate values have progressed far from the early days, when ten or fifteen thousand dollars would take care of the purchase of a large tract. Appreciation in value has been rapid in the past, and has played an important part in the expansion of many companies, but this appreciation will be less noticeable in the future in the well-developed sections.

First National wanted, above all, a large tract of land on which there would be ample space for all the facilities which might be needed for many years to come. That meant, necessarily, getting away from the area where property is priced on a residential lot basis.

Rowland explains the selection of Burbank as follows:

"We took Hollywood as the geographical



M. C. Levee, general executive manager of the First National studios at Burbank

centre of production. Hollywood itself we did not consider suitable, for the reason that real estate values are very high, and since the city is growing rapidly there can be no telling what building restrictions may arise in the future.

"In every direction we went from Hollywood, except one, we ran into a highly developed sector—but in that one direction, toward the hills, we found Burbank. The moment I saw the present site, I exclaimed: 'What a perfect setting for a studio!'

"The widening of Cahuenga Pass to allow for an 80-foot boulevard made Burbank an easy 10-minute drive from Hollywood. The section was relatively undeveloped and real-estate values were at a sensible level. That meant that we could have room enough to build as we wanted to, with a surplus for future expansion. We were convinced that in Burbank we had found our ideal site.



The row of administration buildings under construction at the First National Burbank plant. These buildings, now complete, will house the executives, producers, directors, writers and casting department





Some conception of the vast area and height of the four stages at the First National Burbank studios may be gained from this view of one of the stages under construction. The floors are so solidly built that trucks may be driven in on them with materials

"We purchased three tracts, totaling 62 acres, and began building. At the same time, at the United Studios, we began work on a group of pictures. When that group was finished and a new one started, the units were housed in the new studio at Burbank—in other words, the studio was completely erected while one group of pictures was being filmed. From the turning of the first spadeful of earth to the commencement of production at Burbank, only 72 days elapsed, marking a new record in studio construction.

"The fact that we were able to transport men and materials to Burbank and put the studio up in record time is the best proof of the accessibility and convenience of the site.

"In laying out the plant at Burbank the effort was made to build a model studio—one that would take advantage of everything which our own experience indicated was necessary, and which would avoid the mistakes which we had seen others make.

"Fortunately, we were not handicapped by limited space, and could lay out the plant the way we wanted it. Virtually all of the other studios have grown up, building by building, and the general arrangement is far from efficient. We had the

advantage of starting with a clean slate and each building has been placed where it will be most convenient. In addition to that, we have laid it out in such a way that future stages and buildings can be just as conveniently placed. This allowance for future needs is unique in studio planning and we could not have done it had not the site been so favorable in every way.

"Although the Burbank plant has been built economically, it is a thing of beauty. The natural setting is perfect, and I can imagine no greater inspiration for a writer, for instance, than to sit in his office at Burbank and look out over the foothills. That setting has been taken advantage of in every way possible in laying out the general plan, and the buildings are in a uniformly attractive style of architecture.

"As you approach the studios from the boulevard in front, you find the administration building, the one housing the producers, another for the directors, and the casting office. Back of these are the dressing rooms, the shops, the property and wardrobe departments, and so on, and to the rear of these are the large stages themselves. Behind the stages is a large, open lot, where we will put up sets and can leave them standing. Here will be built three

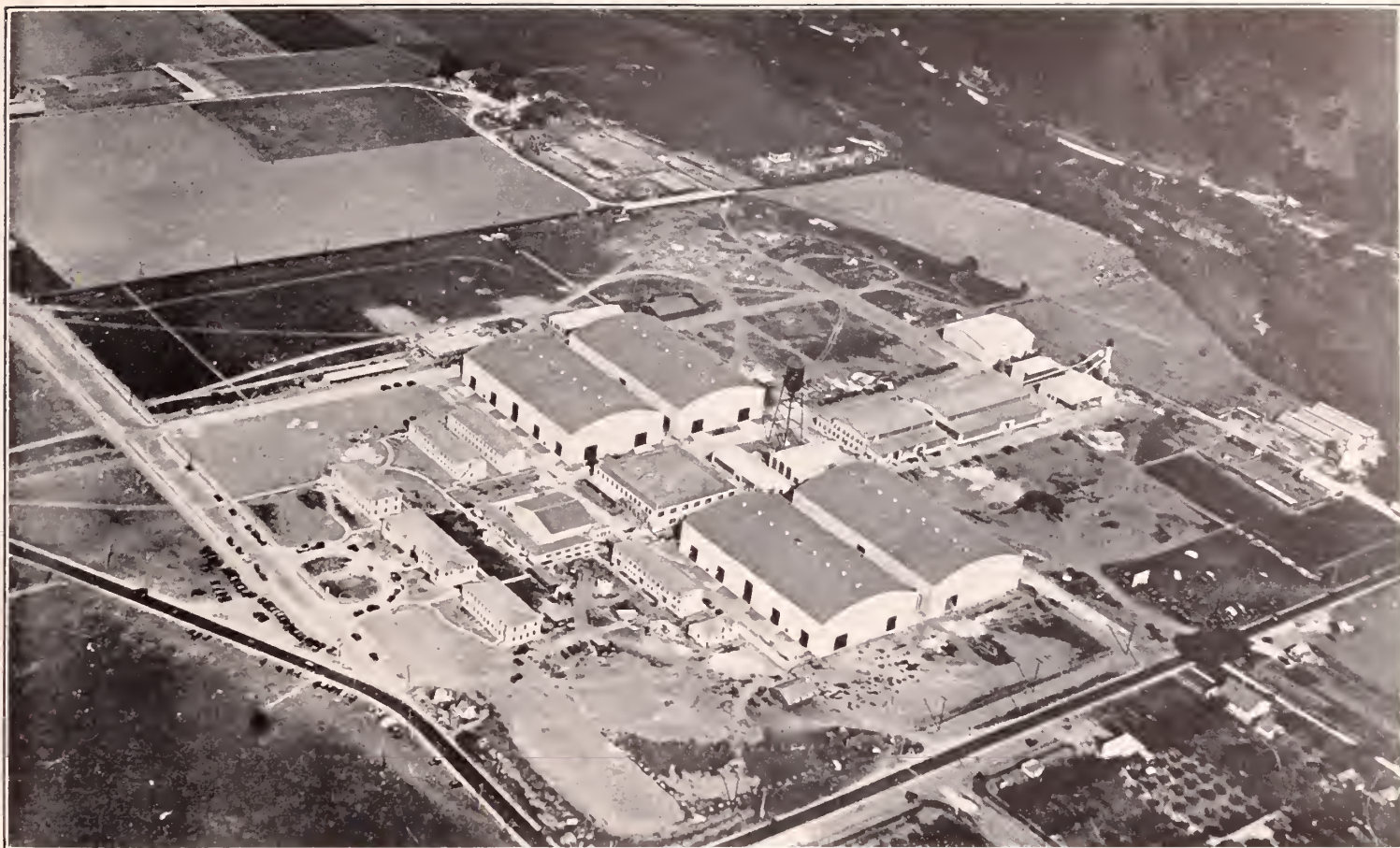
streets, which will serve for street scenes of all sorts. Sets can be repainted and altered and used over indefinitely.

"As I have said, you must not only make good pictures but you must make them at a price. The room we will have at Burbank will be a big move in the direction of economy. When you have to tear down each set as you finish with it, to make room for another that must go up, your set cost is high. When you can leave them standing, to be redressed and repainted, you can sometimes save as high as 80 per cent. of set cost, and at absolutely no sacrifice in quality or screen value at any point.

"We feel that we have at Burbank what represents the ideal studio of today. We are only ten minutes from Hollywood, and can get anything we need quickly until we are able to supply it ourselves. Our investment in real estate is very moderate, and values at Burbank are already rising rapidly, so that our site is bound to appreciate heavily in value over a period of years. Everything about the studio represents sound common sense, and picture making there will be on the same basis.

"Burbank is a good studio—at a price; and we are making and will continue to make there good pictures—at a price."





Bird's-eye view of the Burbank studios of First National, showing the central placing of the four stages in the center of the lot, and the space provided for four more in an equally convenient position when the need for them arises.

## Detailed Story of the New Burbank Studio

By R. L. Russell  
(Construction Engineer)

ON a site where alfalfa grew four months ago now stands the newest and largest motion picture city—the Burbank First National Studios, erected by the Austin Company of California under the supervision of John McCormick, general manager of West Coast production, and M. C. Levee, general executive manager.

The new studio at Burbank comprises twenty-three huge buildings containing over 350,000 square feet of floor space, besides the various bungalows, sheds and minor buildings. All the buildings are of old Spanish architecture.

The remaining ground is held for future expansion, for temporary street, village and other "sets," and for location work. It includes flats, a river bottom and wooded hills.

Within the permanent part of the studio are several miles of concrete-paved streets, all heavily reinforced to support not only the heaviest trucks, but even artillery, should the filming of war pictures at any future date call for it. There are six main streets, fifty feet wide; four smaller streets and a number of paved alleys.

Within the grounds is a parking station for employees' cars, capable of taking care of the machines of the entire studio personnel.

The entire forty-eight acres of permanent building space is enclosed by a high ornamental metalwork fence, on two sides facing the streets, and on the remaining

sides by wire and ornamental board fences. The entire street frontage of the studios is covered by lawn and landscape gardening, and the buildings seen from both streets are very pleasing to the eye.

THE administration buildings are occupied by the chief executives, by business managers and production heads of various units; the accounting department; the publicity department; the telephone exchange, the telegraph office, scenario writers' offices and directors' private offices.

The part of a motion picture studio around which all others revolve as the spokes of a wheel around the hub, are the stages upon which three-fourths of the average production is filmed. Therefore the central positions on the big First National lot are occupied by the four mammoth stages already built, and the space for four more which will be erected when further production activities require them.

The system of overhead tramways, and block-and-chain methods of handling the heavy mercury-vapor lights and sun-ares not only facilitates the use of this electrical equipment and saves time, but it also prevents accidents caused by falling light apparatus.

The floors, in themselves, are an innovation. They are built so heavily that a truck of any weight may drive over them and deposit its load wherever it is needed on the floor, instead of backing-up to one of the doors and unloading there. One of the two huge doors in each wall of each stage has a cement apron to allow trucks

and "mules"—the slang term for little gas and electric tractors used in the studio—to enter the buildings.

On one side of the stages are the three dressing-room buildings. These, in common with every other building on the ground, are Spanish in style, and made of stucco of a soft brown tint. They are two-story structures, one containing twelve star suites of two rooms each on the ground floor, and twenty-four single dressing rooms on the upper floor; the others containing single rooms and general rooms. Every room is fully equipped, well lighted and heated, and nicely furnished. The dressing room buildings cover a ground space of 124 feet by 33 feet each.

Equally handy to the stages is the property and wardrobe building. This is one of the larger buildings in the studio, being one hundred and twenty feet square, and two stories in height.

BETWEEN the stages and the administration buildings is a collection of structures connected in function with each, inasmuch as it houses on the side nearest the executive and directors' offices of the latter, the film cutting rooms and projection rooms; and nearest the stages, the cameramen's dark rooms and camera vaults, the still photograph printing and developing laboratory, and a portrait gallery.

In this group is one large building that measures 75 by 111 feet. It contains the projection rooms, three in number, each of which is a miniature theatre; the well-equipped art portrait gallery, where a portrait specialist makes photographs of the



players; the camera rooms, and incidentally, the studio barber and manicure shop.

The entire southern part of the enclosure is devoted to other mechanical departments of the production work. Here is to be found the carpenter shop, with its benches, machinery, tools and a large force of men. In an adjoining building, the metal working shop—a sort of super-smithy—and the plaster casting shop, where everything of this nature from making imitation brick wall sections to fine casting and sculpture work goes on.

Another vitally important part of any large motion picture studio is the electrical shop and generator plant. All massive, stationary electrical equipment at First National Studios is housed in a single large building, 58 by 75 feet in floor area and 30 feet in the clear, inside height. There is space here for a battery of twelve generators, but this is a provision for future expansion only, as but a third of this number is needed to supply the entire studio at present.

The electric lighting and power system at this time handles electricity of 33,000 volts delivered by the Southern California Edison Company, reducing it by transformers to the required voltages of 220 and 110. Twenty billion candlepower is available; in other words, current more than sufficient to supply a city of 10,000 population.

**H**HEADQUARTERS of the mechanical departments, and the transportation department, are in the Planning Department Building, 120 feet square, in the center of

this group of structures. This includes also sheet-metal shops, the mechanical equipment storage shops, the timekeepers' headquarters, and the studio hospital.

A garage building, fully equipped and manned by expert auto mechanics, takes care of the transportation cars and others on the lot as the need arises. It is 40 by 100 feet in area, and has its own gasoline and oil station.

Behind the carpenter shops and other mechanical buildings are two lumber sheds, each 30 by 50 feet; a lumber storage shed 24 by 75 feet, and a saw mill and planing mill, housed in a building 60 feet square. Connected by suction pipes with all the woodworking shops is a huge incinerator, which also has a mechanical belt feed from a dump hopper into which general rubbish is thrown from trucks.

Toward the far corner of this group is a scene dock where large units of scenery are stored for future use. This structure is 80 feet wide and 100 feet long. At the outpost of all the buildings is another shed, of similar proportions, where wreckage of used sets is stored for future salvaging.

Another structure that must not be overlooked, so constant is the demand for what it supplies, is the studio greenhouse, 40 by 100 feet in measurement.

In the course of the work, which was finished just one month ahead of schedule, several new records in industrial construction were established. Each of the four huge stages, measuring 240 x 135 feet was framed complete within three working days. On stage No. One, 40,000 feet of roof

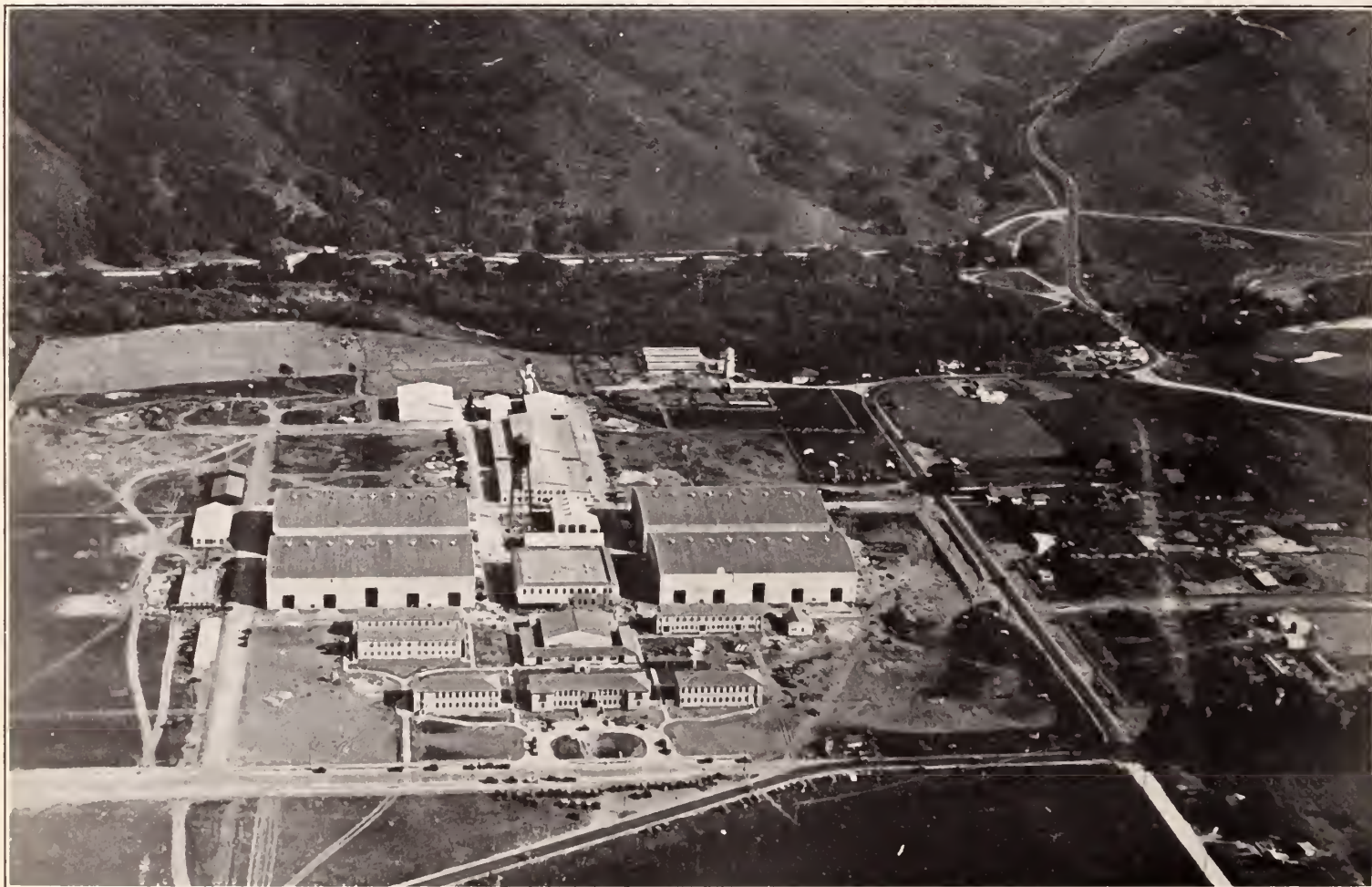
sheathing was erected and laid in three and a half hours and 35,000 feet of sub-flooring was laid in a little over four hours.

The big bowstring trusses for the stages, measuring 136 feet, the largest of their kind ever constructed in the West, were erected at the rate of nearly one an hour. In the construction of the three Administration buildings the excavations were made and the foundations completed within twelve working hours from the time ground was broken. These structures were framed complete in three days.

**A**N idea of the size of the plant can be gained from the fact that three million feet of rough lumber, or 150 carloads, was required. In the electrical system six miles of underground conduit, 20 miles of lighting wire and 10,000 feet of telephone wire was consumed. Twenty-five thousand feet of steel sash, or three carloads, was used in the mill buildings, while dressing-rooms and offices required between 500 and 600 steel casement windows.

In spite of the fact that "dark" stages are now used exclusively in motion picture studios a large amount of glass is used in the construction of a modern film city. In the erection of the plant, over 50,000 square feet of glass was used.

Each stage measures 137 x 240 feet. The buildings have been designed so as to greatly facilitate the taking of indoor scenes and the huge floor area makes it possible for several production units to work on the same stage. A 35-foot clear height from the floor to the bottom truss gives ample room for the tallest sets and for the arrangement of overhead lights.



Airplane photo of the First National studios at Burbank, showing in the foreground, Rowland Avenue and the row of administration buildings, in the rear of which are the various departments, the stages, and the lot





## ROBERT T. KANE

Producing

ROBERT T. KANE PRODUCTIONS

Released Through

FIRST NATIONAL

"THE NEW COMMANDMENT"

"BLUEBEARD'S SEVEN WIVES"

"THE RECKLESS LADY"

"THE DANCER OF PARIS"

"THE WILDERNESS WOMAN"

"THE GREAT DECEPTION"

A Special Soon To Be Released

"THE PRINCE OF TEMPTERS"





## A. L. ROCKETT

*Producing For First National*

### "PUPPETS"

Starring Milton Sills

### "SUBWAY SADIE"

With Jack Mulhall — Dorothy Mackaill — Chas. Murray

*Directed by Alfred Santell*

### "THE CHARLESTON KID"

With Jack Mulhall — Dorothy Mackaill — Louise Brooks — William Collier, Jr.

*Directed by Alfred Santell*

### A BIG SPECIAL

(Title to be announced later) *Directed by Alfred Santell*

### "LADY BE GOOD"





## RAY ROCKETT

*Producing For First National*

### "PARADISE"

Starring Milton Sills and featuring Betty Bronson, with Noah Beery, Kate Price, Charles Murray and Lloyd Whitlock in supporting cast.

### "NOT HERBERT"

Featuring Ben Lyon

### "HEAD OF THE HOUSE OF COOMBE"

("Special")

### "THE CRYSTAL CUP"

Featuring Dorothy Mackaill



SAM E. RORK

PRESENTS

A MARION FAIRFAX  
PRODUCTION

“THE BLONDE SAINT”

With LEWIS STONE · DORIS KENYON

*Adapted by Marion Fairfax from Stephen Whitman's Novel*

DIRECTED BY SVEND GADE  
PHOTOGRAPHED BY TONY GAUDIO



NOW PLAYING

“OLD LOVES *and* NEW”

With LEWIS STONE · BARBARA BEDFORD



F I R S T ~ N A T I O N A L ~ P I C T U R E S





JUNE MATHIS  
PRODUCER  
OF  
"THE MASKED WOMAN"

NOW IN PRODUCTION  
"HERE Y'ARE, BROTHER"  
DIRECTED BY  
BALBONI







# B. P. FINEMAN

*Producer of*

**"FOREVER AFTER"**

*With Mary Astor—Lloyd Hughes*

*Direction—Harmon Weight*

**"LADIES AT PLAY"**

*With Doris Kenyon, Lloyd Hughes, Louise Fazenda*

*Direction—Al. Green*

FIRST NATIONAL PRODUCTIONS



The appeal is universal . . . . .

The entertainment value is high . .

The general character is clean . . . .

The tone is typically American and  
the story subconsciously in-  
spiring in every

## JOHNNY HINES COMEDY

In each successive picture, youth,  
by dint of energy, honesty and re-  
sourcefulness, triumphs.

In "The Live Wire"  
a circus performer was personified.

In "Rainbow Riley"  
an alert newspaper reporter.

In  
"The Brown Derby"  
a young plumber with a sense of  
humor.

And in the forthcoming picture,

"Stepping Along"  
a young New Yorker with politi-  
cal inclinations.



C. C. Burr

*Producer of the*

JOHNNY HINES COMEDIES

*for*

FIRST NATIONAL PICTURES



*It is no wonder that Johnny Hines  
Comedies will probably play in more  
Picture Theatres and show a bigger  
net profit than any other series.*

FIRST ~ NATIONAL ~ PICTURES





JESS SMITH

PRESENTS

“THE POOR NUT”

BY

J. C. & Elliott Nugent

The Broadway Stage Success

To be produced by

JESS SMITH PRODUCTIONS, INC.

For Release Through

First National Pictures





# LOTHAR MENDES

DIRECTOR

*First American Production*

## "The Prince of Tempters"

*For* ROBERT T. KANE

Released Through FIRST NATIONAL





# HOWARD HIGGIN

*Director*

"IN THE NAME OF LOVE"      "THE NEW COMMANDMENT"  
"THE RECKLESS LADY"  
"THE WILDERNESS WOMAN"      "THE GREAT DECEPTION"

*In Production*  
"NOT HERBERT"

Released through FIRST NATIONAL





SVEND GADE

DIRECTOR

"THE BLONDE SAINT"

WITH LEWIS STONE — DORIS KENYON



"INTO HER KINGDOM"

STARRING CORINNE GRIFFITH

FIRST ~ NATIONAL ~ PRODUCTIONS





FRANK CAPRA  
DIRECTING  
HARRY LANGDON



*Just Completed*  
"THE STRONG MAN"  
*for*  
FIRST NATIONAL





GEORGE ARCHAINBAUD

Director

"MEN OF STEEL"  
"PUPPETS"

In Production

"MEN OF THE DAWN"

All Starring MILTON SILLS

FIRST NATIONAL PICTURES





# ALBERT ROGELL

*DIRECTOR*

Current Release:  
"SEÑOR DAREDEVIL"

Coming Release:  
"THE UNKNOWN CAVALIER"

In Production:  
"FLAME OF THE BORDER"

FIRST ~ NATIONAL ~ PICTURES



# Leading First National Production Personalities

## *Lewis Stone and Lloyd Hughes*

TWO of the outstanding players developed by First National, and who will work in the new Burbank studios, are Lewis Stone and Lloyd Hughes. Both have appeared as leading men in First National productions, but they offer a striking contrast in type—Stone representing the polished, mature man of the world, while Hughes is the typical two-fisted American young man. Recent releases in which Lewis Stone has appeared include "The Girl from Montmartre," "Easy Money" and "Old Loves and New." Hughes' latest roles have been in "Irene," "Fast Steppers" and "Ella Cinders."

## *Warner Oland*

FOR many years the real ability of Warner Oland was not fully realized by many, half hidden as it was by the melodramatic nature of the serials in which he appeared. Even in serials, however, his work was distinguished by rare subtlety and consummate artistry. Oland is a master of character make-up and his portrayal of oriental types, in particular, has been distinguished by an absolute fidelity to the original. His most recent screen engagement has been for an important role in "Twinkletoes."

## *Ben Lyon*

THIS popular young First National player has been kept very busy the past year, alternating between productions for Robert Kane and First National. He has recorded a steady advance, both in box-office popularity and in the character of his work. Recent appearances have included "The Savage," "The Reckless Lady" and "The Great Deception." His next release is "The Prince of Tempters." He is now preparing to start work in "Not Herbert," based on the Broadway stage play of the same name.

## *Jess Smith*

THE youngest executive producing for First National release is Jess Smith, who is a veteran despite his years. His record goes back to the old Lubin days in 1914. For the past six years he has been one of the most successful managerial agents, bringing to the screen such new faces as Dorothy Mackaill, Ben Lyon, Pauline Garon and Glenn Hunter. He has now purchased for production the Broadway success, "The Poor Nut," which ran in New York for ten months and has just started off brilliantly on a Chicago run.

## *Dorothy Mackaill*

AN outstanding feminine player developed almost wholly in the realm of First National productions is Dorothy Mackaill. This charming young English girl, who has been on the screen for only a few years, has advanced steadily in popularity as her work has grown in charm and artistry. She appeared in the first picture to be made by First National, "Mighty Lak' a Rose," and was placed under contract shortly after. Her most recent release is "Subway Sadie," in which she scores a personal triumph. She is now working in "The Charleston Kid."

## *Ralph Hammeras*

THE all important work of the miniature and trick department, which makes possible many scenes and effects which would otherwise be difficult or out of the question, falls on the shoulders of Ralph Hammeras, so far as the New York studio of First National is concerned. Hammeras played an important part in the production of "The Lost World," and was instrumental in solving some of the knotty problems encountered. A former artist, he developed the illustrated art title and later the method known as "glass work," on which he holds an important patent.

## *June Mathis*

APPROPRIATELY enough, the first production to be started at the Burbank studios of First National was a June Mathis production, "The Masked Woman," which has now been completed. Miss Mathis has been a vital force in film production for years. First as an actress and later as a continuity writer she made an important place for herself, but it was her work in connection with "The Four Horsemen" that placed her in the front rank of writers and editorial supervisors. Now, with First National, she has an opportunity to give full rein to her abilities, which were displayed most recently in "The Greater Glory." "Here Y' Are Brother" is next.

## *Frank Capra*

PROBABLY no class of work makes severer demands upon the director than comedy work. Comedy is usually filmed rather than written, and the director must play an important part in evolving the gags and situations. Dramatic work may succeed in varying degrees, but comedy is either funny or not funny, and on that test the comedy director stands or falls. One of the fastest rising men in this field is Frank Capra, the megaphone wielder of the Harry Langdon organization. He has just finished directing Langdon in "The Strong Man."

## *Carey Wilson*

SEVERAL veteran scenarists occupy positions of great importance in the First National production lineup at the present time, one of the most prominent of whom is Carey Wilson, who first gained a knowledge of motion picture requirements in the sales department. He has been equally successful as an adaptor and as the author of original screen stories, and has held important editorial positions. The first of a series to be produced under his management at First National is "Men of the Dawn." He will also adapt "Midnight Lovers" and "Ladies at Play," and has done an original for Colleen Moore, "Orchids and Ermine."

## *Sam Hardy*

ALTHOUGH he is freelancing, Sam Hardy has been in such constant demand by First National and Robert T. Kane that he has been rushing from picture to picture, almost without a breathing spell. His likeable personality and rare sense of comedy, combined with genuine ability as an actor, have brought him recognition as a distinctive figure. His more re-

cent pictures in which he has walked off with spotlight honors include "The Halfway Girl," "Bluebeard's Seven Wives," "The Savage," "The Great Deception," and "The Prince of Tempters."

## *A. L. Rockett*

SOUND common sense is the basis of A. L. Rockett's success as a producer. His knowledge of production is thorough and far-reaching, the result of many years' experience with leading companies and a period as independent producer in association with his brother, Ray Rockett, which culminated in the filming of "Abraham Lincoln." This led to his connection with First National, where his first production, "Puppets," showed the wisdom of the move. He repeated this success in "Subway Sadie" and is now making "The Charleston Kid."

## *Robert T. Kane*

FEW independent producers have achieved the spectacular, consistent success which has attended the efforts of Robert T. Kane in producing for First National release. He has displayed a remarkable instinct for box-office angles, combined with a shrewd sense of production values. The list of successes has included "The New Commandment," "Bluebeard's Seven Wives," "The Reckless Lady," "The Dancer of Paris," "The Wilderness Woman" and "The Great Deception," while a special, "The Prince of Tempters," has just been completed.

## *Lothar Mendes*

THE best in European technique, plus the finest American resources, is being brought to the screen by Lothar Mendes, leading German director, under contract to Robert T. Kane, who has just completed "The Prince of Tempters," his first production here. Mendes is thoroughly schooled in European methods, and is applying the best and most suitable of them to his work, but he is keenly alive to American box-office demands and point of view. Those who have seen his first picture declare that he has succeeded admirably.

## *C. C. Burr*

CLOSELY coupled with the success of the Johnny Hines comedies is the personality and ideals of the man who has piloted Hines from the days of two-reel comedies to the present features. Sound showmanship has been the keynote of Burr's efforts, who has seen to it that the Hines comedies have appealed to the greatest possible number of persons. Vulgarities and suggestiveness have been completely taboo, and each Hines picture has been a clean, entertaining story of American youth and its triumph over obstacles. "The Live Wire," "Rainbow Riley," and "The Brown Derby" are recent releases, while "Stepping Along" is in production.

## *Johnny Hines*

SOMETHING of a unique place among comedians of the screen is occupied by Johnny Hines, who represents the typical American youth—breezy, resourceful and unfailingly optimistic. His climb has been steady, from the two-reel "Torehy" comedies to feature-length comedies on the in-



dependent market, and now a First National release. "The Live Wire," "Rainbow Riley," "The Brown Derby" and "Stepping Along" (in production) are his latest vehicles.

### Howard Higgin

ONE of the most reliable and consistent of the directorial aces of the day is Howard Higgin, who has contributed notably to the First National program the past year. After years of successful scenario writing, which gave him a sound knowledge of screen values and construction obtainable in no other way, Higgin took up the megaphone, and consistent success has attended his efforts since that time. He is now directing "Not Herbert" for First National. Other recent productions include, "In the Name of Love," "The New Commandment," "The Reckless Lady," "The Wilderness Woman" and "The Great Deception."

### Ray Rockett

ASSOCIATED with his brother, Al Rockett, over a period of many years, including their joint production of "Abraham Lincoln," Ray Rockett is now also producing for First National. His first to be completed is "Paradise," recently shown, which establishes him definitely as an outstanding production executive. He is now about to start "Not Herbert," which will be followed by a special, "Head of the House of Coombe," and "The Crystal Cnp." Ray Rockett is regarded as one of the sanest and most reliable of producers.

### Jack Mulhall

ONE First National player who may be counted upon for reliable, consistent performance is Jack Mulhall, who has appeared in leading roles with several of the First National feminine stars. Mulhall turned to the screen at an early age and was almost immediately successful. One of his best recent performances was in "Classified," which won him considerable critical and public acclaim. He then came East to appear in "Subway Sadie," where he again scores. He is now working in "The Charleston Kid," after which he returns West for "Orchids and Ermine."

### Svend Gade

ALTHOUGH his fame in Europe was as an art director, and it was a mission of this sort in connection with a stage play that brought him to this country, Svend Gade has demonstrated here that his ability in the field of direction is equally great. He has brought to his work in motion pictures, including the memorable "Siege" and several Mary Philbin vehicles, a rare sense of pictorial values and lighting. His current productions are "The Blonde Saint," which he is now directing for Sam E. Rork, and "Into Her Kingdom," likewise for First National.

### Ken Maynard

UNDER the management of Charles R. Rogers, Ken Maynard is appearing in a series of Western productions for First National release which should make Western history. Each is being produced with

the same care that would go into a feature of any type, and they are not characterized by the cheapness and lack of story which is typical of the routine Western. Maynard's personality is tremendously likeable. "Senor Daredevil" is his first for First National.

### Harry Langdon

FEW comedians have recorded as rapid or as sure a rise to featured rank as has Harry Langdon. A graduate of the school of vaudeville, it did not take him long to find himself in the newer medium. His appearance in two-reel comedies was so outstandingly successful and attracted such widespread attention, that it was only a step from this to Langdon's own company to produce feature-length comedies for First National release. The first was "Tramp, Tramp, Tramp," which has now been followed by "The Strong Man."

### Francis X. Bushman

FEW players have maintained their screen popularity as steadily as Francis X. Bushman. Had his fame not been based upon genuine ability as an actor, he would have dropped from sight after the few years which constitute the film life of a screen idol, instead of which he has gone on steadily to increasing triumphs. As Messala in "Ben-Hur," he walked away with a lion's share of the acting honors, while as the theatrical director in "The Marriage Clause" his work ranks as one of the outstanding performances of the year. He appears in "The Lady in Ermine" for First National.

### Colleen Moore

ONE of First National's objects in starting its own production was the development of its own stars, and in no case has it been more remarkably successful than in the case of Colleen Moore. Her rise has been phenomenal but steady, and has been aided by able story selection and every production resource. Her comedy gift, plus a likeable personality and charm, have placed her solidly among the most popular feminine stars. Her first production for First National's Banner Group will be "Twinkletoes," to be followed by "Orchids and Ermine."

### Sam E. Rork

VETERAN showmanship combined with a sound knowledge of what the public wants has made the career of Sam E. Rork as a producer eminently successful. Such pictures as "Ponjola," "Inez from Hollywood" and "The Talker," displayed Rork's ability to assemble all the elements needed for an outstanding production. His most recent release is "Old Loves and New," based on "The Desert Healer." He is now completing work on the West Coast on "The Blonde Saint," adapted from the popular novel by Stephen Whitman.

### Winifred Dunn

FULL recognition of the tremendous importance of properly prepared continuity is given at First National, and every effort has been made to obtain the best scenario talent available. As far as pos-

sible, each story is being adapted to the screen by the writer best qualified to put that particular story into screen form. Illustrative of this is the selection of Winifred Dunn to adapt "Twinkletoes" to the screen for Colleen Moore. Miss Dunn is the author of "Sparrows," a Mary Pickford original.

### Kenneth Harlan

ONE of the most consistently popular of screen leading men is Kenneth Harlan, whose appearance and physique make him an ideal foil for a feminine player. His screen record includes Metro, Thomas H. Ince, Lois Weber, several pictures with Constance Talmadge, Warner Bros., and a number of productions for Preferred. He appears as Chuck Lightfoot in "Twinkletoes" for First National.

### Albert Rogell

AS Ken Maynard's director, filming a series of special Western productions for First National release, Albert Rogell has distinguished himself among the men making this type of feature. The usual cheap Western was not enough for First National, and Rogell has set himself the task of producing Westerns as fine in their way as any type of production. His success was demonstrated in "Senor Daredevil," and will be again in "The Unknown Cavalier" and "Flame of the Border."

### J. N. Wilson & "Pat" McKenna

IN line with the growing tendency toward original screen stories, developed for the screen alone, First National has purchased for a forthcoming Colleen Moore special the story "It Could Have Happened," by Jerome N. Wilson, which will be novelized by Agnes "Pat" McKenna (Mrs. Wilson). This strong story team, which has been specializing in powerful screen tales, based on big themes and soundly developed, has just completed the adaptation and treatment of Richard Barthelmess' forthcoming production for First National release.

### George Archainbaud

BEGINNING his career as a director in his native France, and first coming here to direct for a French company, George Archainbaud occupies a firm position to-day in American directorial ranks. He directed a great many pictures for Selznick, including "The Common Law" and "One Week of Love." He was one of the first directors to be brought East by First National. His last three pictures are "Men of Steel," "Puppets" and "Men of the Dawn."

### B. P. Fineman

ANOTHER of the young producers playing such an important part in the studios of to-day is B. P. Fineman, who has one of the units at the new Burbank studios. Fineman made a brilliant reputation for himself while in charge of the F. B. O. studios, where he delivered remarkable results on that company's program. Now, producing on a larger scale for First National, he is accomplishing even greater things. His productions for First National are "Forever After" and "Ladies at Play."





## COLLEEN MOORE

Whose first Production under the  
Banner Group will be

THOMAS BURKE'S CLASSIC OF LIMEHOUSE

“TWINKLETOES”

TO BE FOLLOWED BY

CAREY WILSON'S SMART COMEDY OF THE RITZ

“ORCHIDS *and* ERMINE”

Produced by John McCormick





HARRY LANGDON

starring in

"THE STRONG MAN"

and

"TRAMP, TRAMP, TRAMP"

Presented by HARRY LANGDON CORPORATION

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*"Yours for Keeps!"*

JOHNNY HINES

*starring in*

"The Live Wire"

"Rainbow Riley"

"The Brown Derby"

"Stepping Along"

Produced by C. C. BURR for

FIRST NATIONAL PICTURES





## KEN MAYNARD

My prediction that Ken Maynard would prove the sensational "find" of the Industry has been confirmed by critics in and out of the Industry, after reviewing my first production, "SENOR DAREDEVIL."

Shall produce a series starring Ken Maynard, for First National, to be supervised by Harry J. Brown and directed by Al Rogell.

*Wise exhibitors will sign for series NOW.*

CHARLES R. ROGERS



FIRST NATIONAL'S BUSIEST PLAYER



BEN LYON

In three years sixteen features and two specials

*Coming*

"THE PRINCE OF TEMPTERS"

Directed by LOTHAR MENDES

"NOT HERBERT"





DOROTHY MACKAILL

"SUBWAY SADIE"

AN ALFRED SANTELL PRODUCTION

A FIRST NATIONAL PICTURE





# JACK MULHALL

*Recent Productions*

“CLASSIFIED”

“SUBWAY SADIE”

*In Production*

“THE CHARLESTON KID”

*Coming*

“ORCHIDS and ERMINES”

ALL ALFRED SANTELL PRODUCTIONS

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# SAM HARDY

*Freelancing*

with

FIRST NATIONAL and ROBERT T. KANE

*Remember!*

"Get Rich Quick Wallingford"

"The Halfway Girl"

"Bluebeard's Seven Wives"

"The Savage"

"The Great Deception"

"The Prince of Tempters"



# LEWIS STONE

~ IN ~

First National Pictures



# LLOYD HUGHES

~ IN ~

First National Pictures







KENNETH HARLAN

as

"Chuck Lightfoot"

in

"TWINKLETOES"

Starring COLLEEN MOORE

A FIRST NATIONAL PICTURE





# FRANCIS X. BUSHMAN

IN

"THE LADY IN ERMINE"

A Corinne Griffith Production

*First National Picture*

"BEN-HUR"

(M.G.M.)

"MASKED BRIDE"

(M.G.M.)

"MARRIAGE CLAUSE"

(Universal)





# WARNER OLAND

in

## "TWINKLETOES"

COLLEEN MOORE — FIRST NATIONAL

Direction—CHARLES BRABIN

as ARCHDUKE PAUL in

"DON Q"

DOUGLAS FAIRBANKS

~

"THE MARRIAGE CLAUSE"

UNIVERSAL

"MANON LESCAUT"

JOHN BARRYMORE

Direction—ALAN CROSLAND

WARNER BROS.

"DON JUAN"

JOHN BARRYMORE

Direction—ALAN CROSLAND

WARNER BROS.

~

"TELL IT TO THE MARINES"

with LON CHANEY — M. G. M.





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SCENARIST OF THE FOLLOWING  
PICTURES TO BE FOUND IN  
FIRST NATIONAL'S BANNER GROUP

---

“MIDNIGHT LOVERS”

---

“LADIES at PLAY”

---

“MEN of the DAWN”

---

“ORCHIDS and ERMINE”

STORY BY CAREY WILSON

---

MILTON SILLS in “MEN OF THE DAWN”  
is the first of a series of pictures to be produced  
under the management of CAREY WILSON





## WINIFRED DUNN

Author of "Sparrows" for Mary Pickford (United Artists)

Adaptor of "Twinkletoes" for Colleen Moore (First National)





JEROME N.                      AGNESE PAT  
**WILSON      ✻      McKENNA**

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BIG STORIES for . . . BIG PRODUCERS  
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*of First National, appreciating Originality and Charm, bought for*  
MISS COLLEEN MOORE  
“ IT COULD HAVE HAPPENED ”

✻

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INSPIRATION'S forthcoming production now being  
filmed starring MR. RICHARD BARTHELMESS  
and directed by MR. SIDNEY OLCOTT

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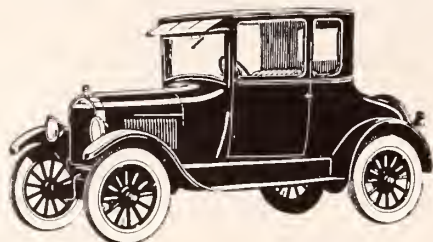
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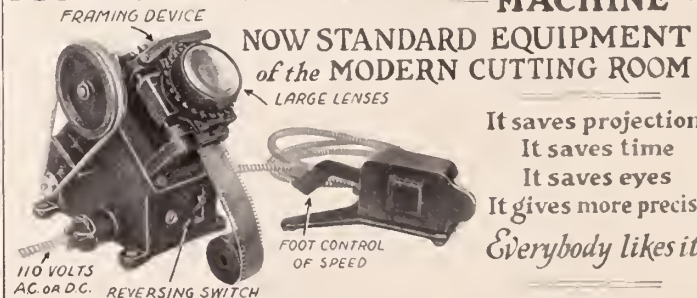
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# Exhibitors Service Bureau



A "sun spot" enhances the value of this window display for "The Midnight Sun" (Universal) in tie-up with safety razors. A spot light was trained on the window from above and outside. Used in San Francisco for the St. Francis Theatre



A parade of yellow taxicabs was one of the exploitation features of a campaign for Metro-Goldwyn-Mayer's "Zander the Great" at the Rialto Theatre in Chattanooga. The tie-up with the taxi company was arranged by Manager W. S. Perutz of the Rialto Theatre



Comparison of this photo with the one at the right above shows the complete transformation of frontal appearance given the Rialto, Chattanooga, when "Siberia" (Fox) was exploited with an atmospheric frontal display



A motor lorry carried cutouts, one-sheets and pennants to ballyhoo the showing of "Brown of Harvard" (Metro-Goldwyn-Mayer) at the American Theatre, Evansville, Ind.



Ransom himself rode the streets of Chattanooga to ballyhoo the presentation at the Tivoli Theatre there of First National's screen version of "Ransom's Folly"



War implements were displayed in the lobby of the Rialto, Chattanooga, in connection with the showing of "The New Commandment" (First National)



# Coast Resort Sees Model Drive for Red Grange

*"One Minute to Play" Exploited in Atlantic City as New York Campaign Gets Under Way*

**S**IMULTANEOUS with the preliminary exploitation campaign accorded "One Minute to Play," starring Red Grange, when it was shown to the trade in the Times Square Theatre recently, and on September 5, when it goes into the Colony Theatre, New York, for an indefinite run, the Strand Theatre in Atlantic City, New Jersey, played its big exploitation guns on the public during the film's great seaside resort premiere in that city this week.

The Strand did nothing by halves. It had the picture, and it did not intend to fall down on the exploitation angles of the film. The management plastered the entire city with flaming Red Grange posters, decorating the famous boardwalk until it resembled a Grange memorial.

An ice-wagon was secured, with two men in football togs, to parade the streets, thus capitalizing the tremendous publicity this nationally known football star has received due to his Wheaton ice-wagon activities.

At the premiere, the management took advantage of the fact that Jack Dempsey, world's champion heavyweight fighter, was in training in Atlantic City, and invited him to appear at the opening.

## Lobby Decorations

The theatre itself was decorated as befitted the occasion. Footballs in miniature and cardboard were given to the public, the ushers were dressed in corresponding costumes, the entire auditorium of the theatre was covered with collegiate banners advertising the name of Red and his team—and the net result was a public enthusiasm and a profitable week that bids fair to rival anything of its kind in this city.

The Atlantic City newspapers caught the fever, and Wally McCurley, famous sports writer of the Atlantic City Times, ran a nine-inch double column criticism of the

picture and Grange which had nothing but praise for the actor and the technical novelties of the film.

In Wildwood, N.J., one exhibitor framed a novel stunt by printing his own Red Grange News, and distributed this throughout the city. This house, the Hunt Theatre, employed unusual showmanly tactics. So infectious was the enthusiasm that the Leader, a Wildwood newspaper, printed a snappy cartoon titled "Red Grange Is Here," which caught the attention of the fans and helped the sale of tickets considerably.

## Finger-Print Expert Judge of "Outside the Law" Test

The thumb print contest suggested in the Universal Press Book for "Outside the Law," which A. J. Sharick, Universal Exploiteer, has been using with a great deal of success in Ohio cities, was given an even wider appeal in Cleveland, where the "Plain Dealer" ran it, by having George Koestle, superintendent of the police bureau of criminal detection and one of the best finger-print experts in the country, act as judge of the contest.

## Balboa Theatre Given Good Publicity by Restaurants

The Balboa Theatre is finding a good medium of publicity in the cards which it sends to nearly all the restaurants and cafes in the city, announcing the week's programs. The cards, three by six inches, are gotten up in a tasty manner, and bear at the bottom the name of the restaurant to which each parcel is sent. The head waiter clips the cards to the regular menu cards of the cafe or restaurant.



Electricians flamed the news of the showing of "One Minute to Play" (F. B. O.) at the Strand, Atlantic City. Photo taken at the premiere midnight performance

## Play Up to Kids and Build Increasing Patronage

By Louis C. Shimon

(Uptown Theatre, Sheboygan, Wis.)

I am, and always have been strongly in favor of a short subject program—a variety bill carefully selected. That is just exactly what I am giving them in Sheboygan—and incidentally the other houses are following right in line.

This town is full of kids—so I'm making a strong play for their trade, to repeat what one big advertiser said, "My children formerly knew only the theatres on Eighth Street and now all I hear in my house is Uptown Theatre, certainly, I'll advertise with you."

The latest idea is presenting beautifully framed photos of the "OUR GANG" kids to my gang and it's doing wonders.

## Shoes Prizes for Winning Hikers in Macon

During the run of "Tramp, Tramp, Tramp," a tramping contest was arranged by Manager Robert Simpson of the Capitol Theatre, Macon, Ga., in cooperation with the Macon Shoe Company. Boys and girls, men and women of all ages were eligible to compete for the prizes.

Judges were stationed along the route of the race to see that the contestants kept in a walk, for anyone breaking into a trot or run was disqualified.

The first male hiker and the first feminine pedestrian were rewarded with fine new shoes from the Macon Shoe Company's stock and the two finishing second were given \$5 each.

## Novel Slide Announcements for "The Scarlet Streak"

A blank slide with a scarlet line drawn across it was the opening gun in W. W. Fraser's campaign for "The Scarlet Streak" at the Moreton Picture House, Moreton, Cheshire, England, which he manages. He followed this up with the question, "What does this mean?" and proceeded to answer his query by another slide announcing "It means the great Universal serial, 'The Scarlet Streak,' appears here next week."



Ballyhoo for the showing of "One Minute to Play" in which F. B. O. is starring Red Grange, at the Strand in Atlantic City included the ice wagon shown above



# "Red Extra" Ballyhoos Tie-Up Edition

Regular Copies with  
Ads for "Johnstown  
Flood" Overprinted

DOUBLE-TRUCK advertising layouts are not at all uncommon, nor is the old reliable "Red Extra." The apparent simplicity of both, however, does not in any way reduce their effectiveness as sure-fire business getters.

When "The Johnstown Flood" played Pantages Theatre in San Diego, Cal., co-operative advertising pages were placed, not only in one newspaper, but in two of them. The Independent carried a single page and the Sun two pages.

The title adapted itself to tie-ups with Builders, Finance Companies, Auto Dealers, Banks, Bathing Suits, Fishing Tackle and Sporting Goods Stores.

The issue of the Sun that carried the "double truck" also carried a "red extra," running diagonally across the front of the page reading: "'The Johnstown Flood' now at Pantages Theatre."

## "Our Gang" Tie-ups Gain Large Window Displays

Recent dealer tie-ups on the Hal Roach-Pathe "Our Gang" comedies brought about window displays in conspicuous locations on two of the most important thoroughfares in New York and Chicago.

A tie-up made by a Lubliner & Trinz Theatre gained space in the most prominent window in the Boston Store at State and Madison, the window being given over to a display of Our Gang candy.

The Fifth Avenue, New York, store of the Rudd Manufacturing Company recently contained an enlargement in colors of the Gang gathered about a Rudd heater, along with a display of stills from the recent Our Gang comedies.



Old shoes were an effective decoration for the title displayed in huge cut-out letters and still boards which dominated the front of the Crystal Theatre, Los Angeles, as exploitation for First National's "Tramp, Tramp, Tramp"

## Parsons Newspaper Joins Theatre in Stunt to Launch "Green Archer"

COOPERATING with the Parsons, Kan., Daily Sun, Theodore P. Davis of the Best Theatre, Parsons, staged a big morning show for the screening of the first episode of "The Green Archer." Here's

how Mr. Davis displayed some real showmanship in exploiting "The Green Archer":

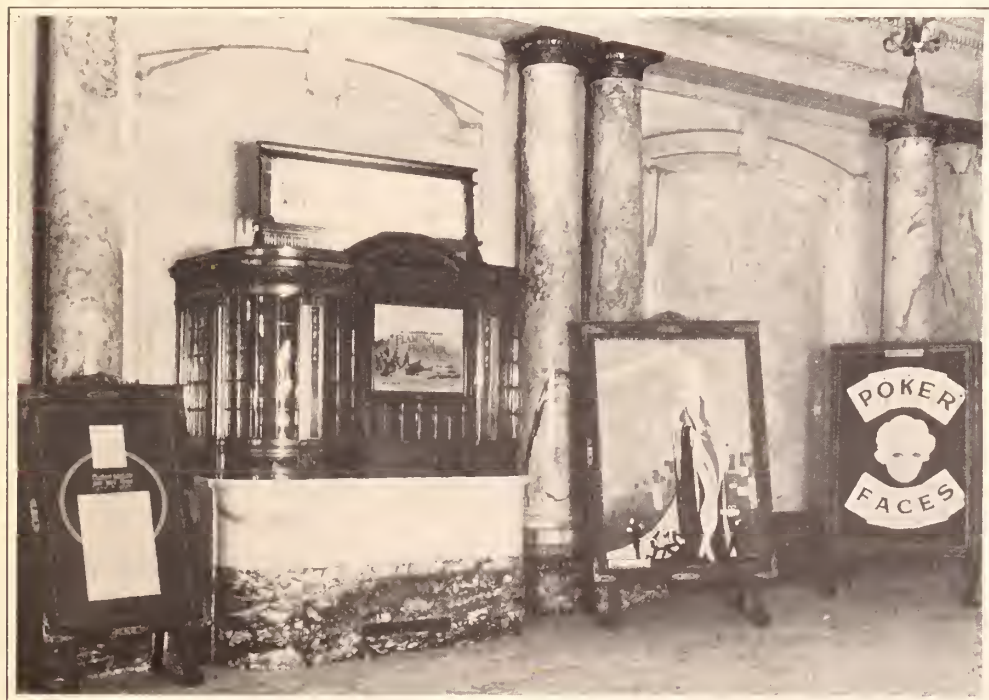
"We sold the idea to the Parsons Daily Sun, our evening paper, that they would get much good advertising and build up good will for themselves by cooperating with us in giving all children in town under fifteen years of age a free show. The Sun was to furnish all advertising and we to furnish the show. The program was to be advertised as being given by the Sun and the Best Theatre. They gave us nearly a full page of advertising altogether without any cost to us.

"We bought a hundred pounds of candy and a thousand striped candy sacks from the wholesale house for \$12.50, which made about seven hundred sacks of candy and advertised that each child would be given a sack of the candy free.

"The show was run as a special matinee at 10 a.m. Announcement was made advertising the excellence of the regular program for that day and the wonderful Saturday program, which we believe stimulated business on these days.

## Hawaiian Music in Lobby Atmosphere for "Aloma"

Concentrating his efforts on a good selling factor for "Aloma of the South Seas," Manager Charles R. Hammerslough obtained the services of a colored man to play Hawaiian music in the lobby every evening during the engagement of that picture at the Broadway Theatre, Newburgh, N.Y.



Display posters used by Keith's Palace Theatre, Cleveland, for the presentation of Universal's "Poker Faces." The stand at the right, displaying the title on playing cards with a star cutout centered was especially effective



# Makes All Comedy Circus Monthly Event

## Star Theatre, Ashton, Starts Feature with Two-Day Engagement

THE Star Theatre, Ashton, Idaho, has made the All-Comedy Circus a regular monthly program unit. So successful were the first three programs of this nature, that on the fourth, it carried for a two-day run, this being the first time in that territory that the All-Comedy Circus was used more than one day.

The laugh program for July 20th and 21st consisted of the following short comedies:

"Fly Time," an Aesop Fable; a Hal Roach "Our Gang" comedy, "Buried Treasure"; Theda Bara in "Madame Mystery," a Hal Roach comedy; Harry Langdon in "Remember When," a Mack Sennett comedy, and Charley Chase in "Mama Behave," another Hal Roach two-reel production.

The varied-colored circus heralds were illustrated with Pathe cornerblock ads.



This stock three-sheet yielded the figure which the Strand Theatre, Seattle, made the feature of a frontal display for First National's "High Steppers"

## Flood Ads Stir Johnstown's Interest in "Torrent"

The disastrous Johnstown Flood of 1889, one of the famous national catastrophes, was a factor in catching the attention of the public for the run of "Ibanez" Torrent" in Johnstown, Pa.

Special cards were printed and posted in prominent places by Manager L. M. Conrad of the Nemo Theatre with copy reading as follows: "Warning! (Weather Report). 'Torrent' of thrills and Whirlwind of emotion Sweeping down on Johnstown at Nemo Theatre."

The psychological effect was to arouse great curiosity by a poster of this kind in the city famed for the havoc of the great flood.

## "Brown of Harvard" Tied-In with Lima Political Campaign

MANAGER A. Ritzler, of the Sigma Theatre, Lima, Ohio, cleverly tied-up his campaign on "Brown of Harvard" to the campaign of a popular politician, one "Thad" Brown, a candidate for nomination as Governor.

He chartered a street car and ran it over the entire local route for three days in advance of the picture's opening. Large ban-

ners on both sides of the car carried the words "Brown of Harvard is Coming to Lima." The word "Brown" was in very large letters, the balance of the slogan in much smaller letters. Because of the fact that "Thad" Brown was well-known locally, the sign aroused an unusual amount of curiosity and comment. On the day of opening the trolley signs were changed to "See 'Brown of Harvard'—Sigma Theatre. Now."

An effective lobby display was supplied by a large shadow box in front of the box office, with three sheets cut out and colored electric lights forming a frame. Cut-out letters, surrounded with white electric light bulbs, were suspended over the marquee to spell the name, "Brown of Harvard."

## Editions of "Midnight Sun" Herald Showing

Special editions, hawked about the streets as "Extras" of "The Midnight Sun" proved sensational announcements of the showing of the Universal picture at the Howard Theatre, Atlanta, Ga. 5,000 copies of the extra were distributed by five newsboys on the Saturday before the opening date of the engagement.

## Idol Featured in Display For "Road to Mandalay"

A large idol, placed in the lobby of the Lincoln Theatre, Lincoln, Neb., one week in advance of the showing, proved an effective advance agent for "The Road to Mandalay" when it played that theatre. A mechanical arrangement attached to the statue kept the eyes in a constant blinking motion.



Lobby atmosphere and a window display for "The Road to Mandalay" (M-G-M), when the picture showed at the Majestic Theatre, Austin, Tex.



## Short Subjects and Serials

### "Mona Lisa" Title of New Romance Color Picture

**L**EONARDO DA VINCI'S painting "Mona Lisa" will furnish the inspiration for the third Romance natural color production to be released through Educational. Arthur Maude wrote the story and Hedda Hopper, Crawford Kent and Arthur Shaw will be seen in the principal roles.



Humorous sequences from the "Her Ambition," a S. ern Bros. comedy released through Universal

### "Alaskan Adventures" Rights Acquired by Pathe

Pathe has acquired the rights to "Alaskan Adventures," a feature production filmed by Capt. Jack Robertson, noted explorer, and Arthur H. Young, world's champion bow and arrow shot and big game archer.

The picture deals with adventures in parts of Alaska never before touched by the foot of man and affords some wonderful scenic views of the midnight sun on its course around the horizon, the breaking up of the ice in spring, the birth of an iceberg and scenes in the Valley of Ten Thousand Smokes.

### Pathe to Release Two Features on Sept. 12

"The Devil Horse" and "The High Hand," two Pathe feature length productions, will be released on September 12. The first, which stars Rex, the horse star, has already been previewed. Hal Roach wrote and produced this story and Fred Jackman directed.

"The High Hand" is the first of a new series starring Leo Maloney and is of the Western type. Ford Beebe wrote the story and Maloney directed at his own studio. Josephine Hill is the heroine and Paul Hurst plays the "heavy."

### Anna May Wong Signed for Hal Roach Comedy

Anna May Wong, Chinese actress, has been signed by Hal Roach to appear in a special comedy to be made by that producer for Pathe release. Miss Wong appeared in "The Fortieth Door," a Pathe-serial starring Allene Ray.

### "Our Gang" Comedy in Five Reels for Foreign Market

The latest "Our Gang," "The Fourth Alarm," is being edited in five reels for the European market because of the demand for the kiddie comedies in this length by foreign exhibitors, claim the Pathe offices. Robert McGowan directed the Hal Roach production.

## Tunney Serial on Pathe List

Schedule for September 12 Includes  
"Our Gang" Comedy and Aesop's Fable

**P**ROMINENT on the Pathe list of releases for the week of September 12 is the first episode of the serial starring Gene Tunney, heavyweight pugilist champion aspirant, titled, "The Fighting Marine." The schedule also includes a new "Our Gang" comedy, "The Fourth Alarm," and an Aesop's Film Fable along with the regular issues of Pathe News, Topics of the Day and Pathe Review.

The story for "The Fighting Marine" was written by Frank Leon Smith and it was directed by Spencer Bennet, who has directed all of the recent Patheserials. Supporting Tunney are Virginia Vance, who plays opposite the star, Walter Miller, who has the second male lead, and Marjorie Gay in the second feminine lead role. The title is explanatory of the nature of the action. "The Fourth Alarm" is, as the title indicates, a story of the fire department. Robert McGowan directed.

"Abraham the Patriarch" is the first fall release of the "Pilgrimage to Palestine" series of Biblical subjects. It shows scenes down the River Euphrates, past Damascus, the Valley of the Shechem and Abraham's wells.

Pathe Review No. 37 presents "Sub-Flapper Fashions," Paris styles for the debutante's kid sister; "Taking a Chance at Chimney Rock," a rope-climbing nun-

ber; "Beyond the Purple Pool," a camera fantasy of the ballet, dances arranged by Mr. Ernest Belcher at the Hollywood Bowl—photographed with the process-camera invented by Alvin V. Knechtel of the Pathe Review Camera Staff.

"A Buggy Ride" is the latest of the Paul Terry cartoons of the Aesop's Film Fables series. Topics of the Day No. 37 offers latest humor from the press of the world; issues Nos. 76 and 77 of Pathe News offer last minute world events.





## Resume of Current News Weeklies

**FOX NEWS, VOL. 7, NO. 95:** New York City—Thousands battle police in rain-swept streets in frantic attempt to reach bier of Rudolph Valentino; Deauville, France—Climax of season draws fashionable throng from all Europe and America at this famed sea resort; Personalities of Note in the News of the Day—Jeddu Krishnamurti, the Hindu hailed as the new "Messiah," arrives in United States; Los Angeles, Cal.—A perilous task is that of house-keeping for a lot of hungry alligators on the world's largest farm; Blodgett, Md.—Largest crop of perfect Elberta peaches in five years is being harvested in the Ozark fruit country; Oklahoma—State's National Guard goes into encampment at Medicine Park under the Command of Colonel Head; Charlotte, N.C.—Huge crowd sees Earle Cooper triumph over all rivals in season's most thrilling motor classic; New York City—Mayor Walker attends the graduation of 1,500 probationary policemen, city's newest policemen; Brussels, Belgium—Napoleon V, the youthful pretender to the throne of France, poses for the movies for the first time; Plattsburg, N.Y.—President Coolidge goes to the Citizens Military Camp to review summer training of 1,600 rookies; Panama Canal—U. S. Engineers use giant tug as a battering ram to clear navigation channel through the "Dying Jungle"; New York City—Girl conquerer of English Channel receives tumultuous welcome in return to America.

**FOX NEWS, VOL. 7, NO. 96:** Forest Hills, L.I.—Molla Mallory stages a come-back and defeats Miss Elizabeth Ryan for national singles title; New York City—Rudolph Valentino dies—the motion picture star, suddenly stricken, fails to survive operation; Governors Meet Under the Hudson River—Smith of New York and Moore of New Jersey inspect vehicular tunnel; Sidney, New South Wales—Australia selects her fairest bathing beauty to come to America to compete for world title; New York City—One of the dangers of a great city—dynamiting for new subway causes the cave-in of a street; Maine—Dr. Charles W. Eliot, noted educator and for many years President of Harvard, is dead at 92; Chicago, Ill.—Johnny Weissmuller wins new laurels in splendid exhibition of endurance at annual river marathon; New London, Conn.—U. S. Navy successfully launches a tiny seaplane from deck of specially equipped submarine; Salem, N.H.—A new world's record of 118 miles an hour is set as motorcyclists race for national speed title; Long Island, N.Y.—The fastest speed boats in America compete in 30-mile run for the gold cup on Manhasset Bay; Norfolk, Va.—Feature event of four-day carnival is a motorboat race over five-mile course in the Elizabeth River; San Francisco, Cal.—Socko, champion boxing kangaroo of Australia, reaches America ready to enter ring with anyone.

**KINOGRAMS NO. 5217:** San Francisco—Seventy warships parade through Golden Gate as escort to Secretary Wilbur on return from Alaska; New York—New Messiah, Jiddu Krishnamurti, Mrs. Annie Besant, Mary Pickford and Douglas Fairbanks arrive on the *Majestic*; Inglewood, Cal.—Giant parachute successfully lowers whole aeroplane to earth in test; Philadelphia—Jack Dempsey and Estelle Taylor visit stadium, site of the big fight with Tunney; Whiting, Ind.—Seek Carnegie Medal for girl life guard who has saved 100 lives in two years; Charlotte, N.C.—Lockhart wins big auto race between speed kings of America; Washington, D.C.—Woman and girl in party of six who brave 1,292-mile voyage to Virgin Islands in tiny motorboat; New York—Seores are crushed and hurt in rioting mob seeking admission to view body of Rudolph Valentino.

**KINOGRAMS NO. 5218:** New York—Nation acclaim Gertrude Ederle on her triumphant return from Europe; Plattsburg, N.Y.—President Coolidge interrupts vacation to review citizen soldiery; New York—Film stars sob as funeral services for Rudolph Valentino are held in St. Malachy's Church; New York—Exclusive pictures of Mrs. Clemington Corson with her children during her training in the Hudson for her successful Channel swim; Philadelphia—Commander Rodgers, of the Navy, hero of the Hawaiian flight disaster, is killed when aeroplane crashes into Delaware; San Francisco—Machree is called winner of thrilling yacht race after being fouled by first and second boats to finish; Philadelphia—City is decked in gala array as ten thousand march in patriotic societies' parade.

**PATHE NEWS NO. 70:** Manhasset, N.Y.—*Greenwich Folly* flashes to victory in Gold Cup classic; Berlin, Germany—Celebrate seventh anniversary as Republic; In the Limelight—Paul Smiths, N.Y. Summer White House entertains notable visitors; Northeast Harbor, Me.—Charles W. Eliot dies at age of 92; New York City—U.S. Ambassador to Mexico arrives for vacation; San Francisco, Cal.—Travels from far Australia to appear in beauty contest; New York City—Governors inspect Holland vehicular tunnel; San Francisco, Cal.—Taking the hill on high is ambition of these motorcycle riders; New York City—Rudolph Valentino dead; Gwelo, Rhodesia—South Africa trains citizen soldiers; Westbury, N.Y.—Giant transatlantic air cruiser in maiden flight; Forest Hills, N.Y.—Molla Mallory regains national singles tennis title; Des Moines, Ia.—Spanish-American War veterans renew old ties; Seagirt, N.J.—National Guard maneuver feature Governor's Day; Sedalia, Mo.—Throngs gather at State Fair; Springdale, Ark.—Honor Queen of Grapes at gay Ozark celebration; Philadelphia, Pa.—Heavyweight king visits site for his title bout with Tunney.

**PATHE NEWS NO. 71:** Civitavecchia, Italy—Italy's future army leaders get first taste of military life; Pittsburgh, Pa.—2 killed, scores injured when bomb explosion wrecks bank; Deauville, France—Fashion and gaiety reign at France's smartest seaside resort; New York City—Theosophist leader visits U.S.; Versailles, France—National Assembly votes constitutional guarantee of French bonds; New York City—Pay final tribute to Valentino; Inglewood, Cal.—Parachute lands plane safely after 2,500-foot drop; Gertrude Ederle is hailed for Channel triumph—America pays stirring tribute in welcome home to 19-year-old heroine. Boothbay, Me.—Speedboats vie in Boothbay Harbor Yacht Club regatta; Huntington, W.Va.—Celebrate State Safety Day; Norfolk, Va.—King Neptune rules Norfolk-Portsmouth water carnival; Detroit, Mich.—Six balloons participate in second annual handicap race; Madison, Wis.—Solomon Levitan, State Treasurer, gets thorough background for his knowledge of political affairs; Fort Sill, Okla.—State guardsmen enjoy real army life during encampment.

**PATHE NEWS NO. 72:** Forest Hills, N.Y.—French defeat Japanese in final Davis Cup trials; Nuremberg, Germany—Germans honor Constitution Day; Riccione, Italy—Mussolini forgets political cares to enjoy vacation with family; Limelight, Dover, England—Mother of two swimmers English Channel; Washington, D.C.—Urges Allies and U. S. erase war debts; New York City—Mayor Walker greets "Miss Greater New York"; Philadelphia, Pa.—Commander Rodgers (right), hero of California-Hawaii flight, dies in crash; Chicago, Ill.—City police give remarkable exhibition of stunt rid-

## Red Seal Lists Product for September Release

**A**S announced by Harry Bernstein, general sales manager for Red Seal Pictures the schedule of releases for September will include the first of the new two-reel series produced by Max Fleischer titled "Carrie of the Chorus." Peggy Shaw, Flora Finch, Joe Burke are prominent in the cast.

Issue A of the "Churchyards of America" series is also a September release, as is issue A of "The Film Reporter" series. Also on the list is the first of the "Keeping 'Em Guessing" series of six novelty reels.

There will also be a three-reel novelty picture made in France titled "At 3.25." A Ko-Ko Cartoon, a Marvels of Motion, A Searchlight, and Reelviews, a Bronto human-interest story and a Marcus Hair cartoon completes the list for this month.

ing; San Francisco, Cal.—Speedy sailboats vie for honors in Pacific Coast Regatta; New York City—Hold religious service for Rudolph Valentino; Philadelphia, Pa.—Hold Maryland Day at Sesquicentennial Exposition; New Haven, Conn.—World War veterans take up the march again; Philadelphia, Pa.—Decorate sea heroes for thrilling mid-ocean rescue; Northville, Mich.—Break ground for new women's reformatory.

**INTERNATIONAL NEWS NO 70:** Civitavecchia, Italy—Battalion of athletes perform for Mussolini; Off Newport, R.I.—America's finest yachts in Actor eup race; Eugene, Ore.—From trail to rail in Oregon history; Flagstaff, Ariz.—New highway reveals glories of San Francisco peaks; Pittsburgh, Pa.—Terrific bomb explosion shatters Pittsburgh bank; New York City—Vast crowds seek last glimpse of Valentino; New York City—Krishnamurti, India holy man, hailed as divinely endowed prophet, comes to enlighten America; Pressmen's Home, Tenn.—U. S. Pressmen dedicate shrine to war heroes; San Francisco, Cal.—Battle fleet arrives in San Francisco Bay; Mt. Hood National Forest, Ore.—White River on rampage; Rheboth, Mass.—Woman contender wins clam-eating title; Aldershot, England—British cavalrymen in thrilling riding stunts; Gertrude Ederle arrives in New York after record-breaking Channel swim.

**INTERNATIONAL NEWS NO. 71:** New York City—New tests show plane ready for New York to Paris hop; Twin Brook Zoo, N. J.—Queer pets for little daughter of the zoo; Camp Devens, Mass.—Army chief keeps eye on citizen soldiers; Peoria, Ill.—Peoria "old settlers" in picturesque gathering; Chaves, N.M.—Santa Fe train smashed by speeding handcar; New Haven—Huge pageant features American legion reunion; Suniyoshi, Japan—Rice growers offer unique prayers for bigger crops; Annapolis, Md.—Looks like summer's over—football practice begins; Indianapolis, Ind.—Walter Hagen wins western open title; San Francisco, Cal.—Swift yachts race in Pacific Coast regatta; Haverhill, Mass.—No more labor troubles; New York City—Film leaders in farewell tribute to Valentino; Weehawken, N.J.—Steamship turns over after dangerous fire; Fort Sheridan, Ill.—Citizen soldiers march for Vice-President Dawes; Cape Gris Nez, France—Another American woman conquers the Channel!





### "The Blue Boy"

(Educational-Technicolor—Two Reels)  
(Reviewed by Paul Thompson)

THIS second in the Romance series of famous paintings, presented by Eugene Roth, maintains the splendid standard which characterized the first, "The Vision," shown last May. It is photographed by the technicolor process and rarely have I seen more beautiful or effective pictures thrown on the screen. There is a constant succession of groupings you feel you would like to cut out and, were it possible, frame the same. The colors are invariably soft, never glaring or offensive to either your physical or aesthetic vision. Why pictures of this kind are not seized by every exhibitor in the country is a mystery. Were I the directing genius of a Broadway house I would eagerly book every one of these that they could turn out and then ask for more. And I would publicize it so that people would come to see it as much as they do for a feature picture. Once would be enough; the second time they and others would come on the mere announcement. It is a simple tale, moreover, and needs no great intellect to appreciate and applaud it. In other words, from my point of view, it would appeal to every class of movie patron. The applause greeting it at a purely professional pre-showing proves that.

"The Blue Boy" is suggested, of course, by Gainsborough's famous painting, familiar to everyone. Long in the National Art Gallery in London, it is now owned in this country. Arthur Maude, who directed it, wrote a story of a child stolen by the gypsies from an aristocratic English family. Eight years later the boy is returned to his parents and the famous painter decides to use the youngster for his model for "The Blue Boy" painting. George W. Stout produced the piece and Ray Bannahan photographed it.

#### THE CAST

John Roche, Jane Thomas, Frank Austin, Esther Rhoades, Philippe DeLacy and Montague Shaw.

### "Two Dollars Please"

(Universal-Bluebird—One Reel)

YES, Neely Edwards may marry Betty Baker (on the screen) if he has an office full of patients at two o'clock when her father calls. What could be more simple? The highways and byways are scoured by friends picking up people to go to the office with the promise of a two-dollar bill if they put in an appearance. The denomination seemingly has lost its sinister significance, for the office is crowded by, among others, six girls in a beauty contest who proceed to put on bathing suits for the doctor's inspection, thinking he is the judge of the contest. Another caller is a cramp-suffering clergyman. The latter's call is most opportune because he can and does marry the lovers before the reel ends, or anyway, just after, I have reason to believe. Director Kennedy is the man who moves the two featured pawns mentioned above hither and thither. "Two Dollars" will be put in circulation September 20.—PAUL THOMPSON.

### "Uppercuts"

(Educational-Christie—Two Reels)  
(Reviewed by Paul Thompson)

COMING events cast their shadow before in the pictures as well as the other worlds we live in. Jack Dempsey's defending his crown from Gene Tunney's assault, inconsistently now scheduled for the "City of Brotherly Love," has made prize-fight pic-

tures the thing. Educational has not been slow to realize this, hence "Uppercuts." Jack Duffy is the comedian to be starred in this drama of fisticuffs. There is as much action out of the ring as there is in it, so you can bank on being on the edge of your seat as often as you would be at Boyle's Thirty Acres, the Sesqui grounds or Madison Square Garden.

To settle which man shall be president of an anti-prize fight club, Jack Duffy and his opponent decide to let victory between the former's butler and the latter's regulation fighter decide. Hence the prize fight. Here is action galore, with Jack, unethically, but effectively, reviving his representative with hat-pin jabs when he is, to all intents and purposes, out. A police raid breaks up the fight and the picture also concerns itself with the pursuit of Duffy and Jimmie Harrison, his would-be son-in-law. Their ingenuity in escaping is great. The picture really is amusing and worth while.

#### THE CAST

Jack Duffy, Stella Adams, Violet Bird, Jimmie Harrison and William Irving. Director, Walter Graham.

Summary—Proving the race sometimes is to the swift, the max'm to the contrary. Plausible and entertaining rough-house comedy.

### "Jim Hood's Ghost"

(Universal-Mustang—Two Reels)  
(Reviewed by Paul Thompson)

JOSIE SEDGWICK'S moving picture brother was not kicked to death by his favorite horse, but was murdered by a rapacious, beetle-browed neighbor. That is what she discovered when she returned from the East (or California) and put on his clothes to be more at home. You see, she and the brother were twins and when she made her appearance the villains all thought it was a ghost of the murdered man. Naturally, the rest was easy, especially when Edward Hearn, a sort of foreman of the ranch, helped sister out by hard riding and equally hard fighting. So you may be comforted by being forewarned that Josie and Edward get married at the end and regain the property and live happily ever after. The marriage will not be exactly as durable as that because they will have to play new parts in a new Mustang series and, while the characters may be the same, the names will have to be changed, as will the title and the plot—the latter only slightly. I will pay Miss Sedgwick this compliment, however—she does not look or ride like a ghost and is justly claimed by the other featured player. He doesn't do much to win her though, there being really only one fight and that is not enough in two reels. Director O'Brien has the honors of the piece, which will be released December 4, 1926.

### "Big and Little"

(Pathe-Spotlight—One Reel)

GRANTLAND RICE, the authority on sports on the New York *Herald-Tribune* and *Collier's* who also contributes to other magazines, displays his usual catholicity in this week's spotlight pictures. Fishing, sailing, golf and other activities are the subjects for his descriptive captions and the pictures. The average is decidedly high. Girl campers in war canoe races, landing tarpon and other smaller fish, small classes of yachts, and a miniature golf course that through its trickiness nullifies its size; all lend themselves to effective pictorial treatment. As always, Grantland's comments add greatly to the enjoyment of the photos.—PAUL THOMPSON.

### "The Fighting Marine"

Gene Tunney Enters Lists as Hero  
(Reviewed by Paul Thompson)

TILDEN, Dempsey, "Lefty" Flynn, "Red" Grange and now Gene Tunney, with Suzanne Lenglen surely in the offing, the movies are surely seducing our athletic heroes. The man who hopes to win the heavyweight pugilistic crown and, because of his record in the war, hopes shared by the majority whether fight fans or not, has made his debut as a hero of the screen. Pathe will show his fighting and histrionic prowess in ten chapters in a melo-thriller called "The Fighting Marine." The first of these will be released September 12th. Judging by the three chapters shown at a pre-review here is meat for strong men and fair women, admitting that the unfair, so-called, weaker sex also can assimilate the same diet.

The favorite Pathe team, Spencer Bennet, director, and Frank Leon Smith, scenarist, has prepared the serial. Judging by the physical prowess displayed Dempsey bettors will hedge wisely their bets on the fight for the world's championship. Tunney is really good and makes a mighty effective newspaper-reporter, Sir Galahad knight-errant for the fair lady in distress, in this case Marjorie Gay, alias Lady Chatfield. It is going to be quite a shock to 100 per cent. American admirers of Tunney to find him masquerading as an English lord and wearing a monocle, which he does quite convincingly.

The plot is concerned with Tunney's agreeing to act as a guard for the heroine for six months in a California mining camp, that she may inherit the property there left by her grandfather, the founder of the town. In the first three reels Tunney has licked twelve opponents and only the producers know how many are scheduled for annihilation before the end of the serial.

The Cast: Gene Tunney (starred), Marjorie Gay, Walter Miller, Virginia Vance, Sherman Ross, Mike Donlin, Wally Oetell, Jack Anthony and Anna May Walthall. Director, Spencer Bennet.

Theme: Gene Tunney protecting English heroine in California mining camp.

Production Highlights: Physical prowess of star. Ingenious introduction.

Exploitation: Angles Obviously Tunney's athletic fame, Dempsey fight and hero's war service.

Drawing Power: Great. Public already made for it. Tunney is good actor.

Made and distributed by Pathe.

Length, ten chapters. Released September 12, 1926.

### The Tropics for a Subject (Educational-Bruce Scenics—Two Single Reels)

WHEN Educational Films decided to declare a Roman holiday and show the second of the Romance Technicolor pictures, "The Blue Boy," at the Wurlitzer Auditorium, they built up a program of short subjects reviewed elsewhere in this issue, to hold the attention of their critic-guests. Two of these were Robert C. Bruce scenic novelties. Each was in one or part of one reel. The first was "A Typical Tropical Sky," the second, "Sons of the Surf." Both are beautiful pictures from a photographic viewpoint and that of interest. The second of the two deals with surf-riding in Hawaii. Of course, it will be objected, this is not a new subject, but, on the other hand, the pictures are as effective as anything on the subject shown on the screen.—PAUL THOMPSON.



### "Should Husbands Pay?" (Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

THIS is a gratuitous question: the married ones say they do anyway whether they should or not. However, that is a subject for the international economics conference, held annually at Williams College, Massachusetts, and not for a family (among other things) trade motion picture magazine, such as this. The characters in this picture pay and plenty, for, F. Richard Jones, the director, insists, as most of his ilk do, that his players shall go the limit to win approbation for himself from the producers and money for the latter from the exhibitors. This piece should do both. The piece features Jimmy Finlayson, who is supported by Vivian Oakland, Martha Sleeper, Anders Randolph, Tyler Brooke, Charlotte Mineau and Anita Garvin. All who wish may see them on the release, September 5th.

Jimmy is a reformer and in court saves his neighbor, Tyler, accused of flirting, from jail by promising to act as his conservator-of-morals for a month. They have not been out of the courtroom five minutes before they are both tangled up with a lady in distress whom they try to help across a puddle-filled street. Almost as many newspaper photographers as are employed in New York on the tabloids, *The Daily News*, *Mirror*, and *Graphic*, miraculously are on the job, photographing the reformer in the most compromising positions and situations. Given that premise write your own comedy after the wife has seen the pictures reproduced in the paper. Before the end is reached the police court judge, his wife, and seemingly every man's wife or every woman's husband is mixed up in the plot. Certainly, marathons are part of any well-regulated Hollywood "daily dozen" exercise program.

### "Morning Judge" (Red Seal—"Carrie" Series—Two Reels)

(Reviewed by Harold Flavin)

THIS, the first of a new series of comedies produced by Max Fleischer based on the adventures of a chorus girl, is a mildly amusing effort of the situation type of fun-film. Carrie and her company put on their show in a hick town and are arrested for performing a too realistic hula-hula dance. Due to Carrie's ability as a vamp the company is released by the local judge, who has a penchant for pretty girls, but, as they are leaving town they are rearrested by the judge's son, a police officer, and are hauled back to court for sentence. In the meantime the judge's wife, a militant type, learns of hubby's defection, visits the court while the case is being tried and interrupts the hearing to chastise the judge. During this interlude the son proposes to Carrie and is accepted, so all ends well except for the judge, who has been "beaten" on all sides. Peggy Shaw handles the role of Carrie capably. Flora Finch is excellent as the judge's wife.

Summary—Will probably prove fair entertainment for patrons of the small houses. Not for sophisticated audiences.

### "The Fourth Alarm" (Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

"OUR GANG" as firemen; can't you just imagine even before seeing the picture its possibilities? Well, they are realized in one of the best of the recent releases of what has become one of the classic gems of the screen.

Playing around a firehouse, as what kid would not delight to do, they decide to form their own department. Everything is there; makeshift uniforms, the dormitory where the juvenile fire-fighters sleep, the pole for descent to the floor where the apparatus is housed, this equipment with goats and a mule substituted for regulation horses or auto fire engines, hook and ladder and hose carts, etc. Also there is a

fire patrol which, discovering a fire in a barrel of pitch for a house under construction, turns in the alarm. Then ensues the awakening (?) of the brave firemen and their start for and arrival at the fire. Then a real fire where the regulation adult firemen are engaged. Shunted away from this because they are so much under foot and in the way, they discover a fire has broken out in the rear that threatens to destroy a chemist's laboratory where T. N. T. powder and other explosives are stored. These they remove to safety while battling the fire themselves and thus save the situation.

It is one of the cleverest things Hal Roach and his youthful Thespians have done in a long time. There is no question about the hilarious reception which will be accorded the piece when it is thrown on the screen. That goes double for every youngster and every adult who has the slightest semblance of humor in his composition.

### "My Kid" (Educational-Juvenile Comedy—Two Reels)

(Reviewed by Paul Thompson)

IT is uncanny how some of the juvenile actors and actresses of the screen do the work they do before the camera. It is not merely a question of following the director's commands, because he can be within a few feet of his cast and still be out of the camera range. It is not the physical action which they go through but the facial phases that get me. Youngsters from two years up act with the assurance and aplomb of their elders. And they do not spoil it by appearing self-conscious or smart-Alecky. There are any number of juvenile thespians to whom this praise is due, possibly starting with the widely known "Our Gang" and including "Big Boy" Wilson.

This particular one of the "Big Boy" series is delicious. His nose out of joint because of the presence in the household of a baby he revolts and runs away. He pals up with a Knight of the Road and they hit the ties together. A reward being offered for the return of the child there ensues a conflict between sheriff and constable to claim the same. A donkey is responsible for the return of the prodigal. Entertaining, whimsical, convincing and any other laudatory adjectives you wish to use, is "My Kid."

### "Pests" (Pathe-Fables—One Reel)

MOVING pictures are invariably signs of the times, whether the pictures are news-reels, features, comedies, dramas or fables. So it is quite logical to find that the next Fable offering deals with prize fighting. To raise money needed for some reason or other Farmer Al trains for and enters a prize fight. The training and the fight of a Dempsey or a Tunney are carefully and amusingly burlesqued. Instead of a human being Farmer Al's opponent proves to be a gorilla. The latter is finally knocked out by a pop bottle thrown by a spectator. It is good fun, never failing to be amusing, with action from start to finish. Oh, yes, now I remember why the fight was dragged in. It was because the mouse hero or villain, all dependent on the point of view, needs the purse to bribe his sweetheart's young brothers to stay away while he pursues his courtship with no spectators. That is as good an excuse as any for the comedy fight.—PAUL THOMPSON.

### "For the Love of Pete" (Bray-Hot Dog Cartoon—One Reel)

THIS is one of Walter Lang's efforts—patterned after those which feature an artist and one or more of his inkwell creations—and it's done in first rate shape. Lang is not only a good cartoonist but a pretty good actor as well. As to the story, it's all about the loss of the cartoonist's trousers. It's an amusing novelty and good program filler.—EDW. G. JOHNSTON.

### "The Steeplechase" (Fox-Imperial Comedy—Two Reels)

(Reviewed by Paul Thompson)

HERE the title of the picture really has something to do with the picture, which does not always happen. A Southern colonel has an entry in an important steeplechase race and has a famous jockey coming to ride his entry. A bunch of crooked gamblers, including the colonel's own trainer, kidnap the boy on his arrival. His place is taken against his will by a patent medicine vendor, Lige Conley, who is virtually catapulted into the saddle. Knowing little or nothing of riding he is unhorsed several times, yet crosses the line a winner, carried to victory in the mouth of the sapient horse. One feels that the race, to make possible the many and varied contretemps of the patent-medicine vending jockey in the course of the event, is like Tennyson's brook—it is going on forever. He wins the colonel's daughter also because there seems to be a lamentable absence of acceptable suitors for her hand in the small town where she lives. I suppose this proves the truth of Kipling's assertion about the "colonel's lady and Judy O'Grady being sisters" underneath the skin you love to touch. The piece is amusing but hardly intended for metropolitan consumption, yet it may score in that area as well as in the hinterland.

#### THE CAST

Lige Conley, Gladys McConnell, Frederick Sullivan, Stanley Blystone, William Fletcher and Frank Rice. Directed by Lex Neal. Supervised by George Marshall.

Summary—Amusing action-full comedy filled with "rough-house."

### "Hoboken to Hollywood" (Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

FOR prospective automobile tourists from the Atlantic Seaboard, or even from the Middle West, I would hardly recommend this comedy. It would discourage them and then, when they arrived in California, instead of the perpetual sunshine which they have been led to expect, they might have the experience of Billy Bevan, Vernon Dent, Thelma Hall and Leonore Summers (in the film) and encounter a down-pour. I doubt if they will permit the picture to be shown in California, or, had that State the control, anywhere else in the United States. Any native son will tell you it can't be so; rain in that State.

It really is an entertaining picture and filled with comedy situations even if you vicariously do suffer with the players when you see what they have to go through. Bevan, transferred from New York to Los Angeles, decides to motor there with his wife and mother-in-law. Logically, a decrepit Ford is used. On the road they encounter a sort of house-boat bus headed for the same destination. After getting his fellow motorist into all sorts of troubles, Bevan arrives to find the latter is his divisional boss and that he, Bevan, has to retrace his steps as he has been re-called to New York.

### "A Buggy Ride" (Pathe-Fables—One Reel)

IT would be more consistent to call this "When Knighthood was in Flower," because it deals with the hero's rescue of his lady-love after she has been kidnaped by the king in his coach-and-four and spirited away to his moated castle. Nothing daunted, Benny Beetle, the hero, converts the snail which has been drawing Benny and June Bug, the heroine, into a sort of high-wheel bicycle and starts in pursuit. Arriving at the castle he reaches the room where the king is forcing his unwelcome attentions on June and slays the villain. Before this successful denouement Benny kills a veritable army of regal courtiers and supporters. The fable is unusually amusing and that is high praise when one considers the uniform excellence of Paul Terry's work.—PAUL THOMPSON.



## The Kick-Off

Fordham's Most Versatile Athlete Stars

(Reviewed by Paul Thompson)

**G**EORGE WALSH, who won his varsity letter in several major sports at Fordham, is now capitalizing some of that experience on the screen. This means that the man who was "nearly Ben-Hur" brings reality to the screen doing the things he knows how to do. This is particularly true of "The Kick-Off," another in the series of increasingly popular football plays.

This present vehicle, as is true of the majority of football pictures, has for its locale a small college. Has it ever occurred to any of the producers that it is a bit inconsistent to stage the championship game which the hero must win, and does, of course, in the Yale Bowl? Disregarding this possibly hypercritical comment, let's go on with the story. Walsh is an automobile mechanic football star. He evidently finds both jobs profitable, as he obviously shifts from one college to another offering better wages. His rival in sport and love decoys him from the championship game. Finding this out in his home town the hero is compelled to get back to the field as best he can. Auto, one horse-shay, horseback; all serve his purpose in an amusing sort of Sheridan's Ride "twenty miles away."

It is an always convincing and entertaining picture and will score not only with Walsh adherents but other fans. Wesley Ruggles wrote and directed the piece.

*The Cast: George Walsh, Leila Hyams, Bee Amann, Earle Larimore, W. L. Thorne, Joe Burke, Jane Jennings. Director, Wesley Ruggles.*

**THEME:** Inevitable winning football game at last moment by misunderstood hero.

**PRODUCTION HIGHLIGHTS:** The Paul Revere ride; not "The British or the Campbells are Coming," but George Walsh to save the game.

**EXPLOITATION ANGLES:** The star's feminine—and—masculine following; for the latter fact that he was National League baseball player.

**DRAWING POWER:** Should prove an excellent draw for most houses.

*Produced and distributed by Excellent Pictures Corp.*

*Length, 6,000 feet. Released August 20, 1926.*



Highlights of the Paramount special production "Beau Geste"

## Marriage License

Alma Rubens in Well Done Drama

(Reviewed by Paul Thompson)

**T**RANSPOSITION of the stage play, "The Pelican," by that talented relative of Lord Alfred Tennyson, England's one-time poet laureate, F. Tennyson Jesse, writing in collaboration with H. M. Harwood, has been successfully accomplished by Fox Films in the scenario by Bradley King called "Marriage License" and directed by Frank Borzage. The company, headed by Alma Rubens, could scarcely be bettered and play their roles well.

For those unfamiliar with the original it may not be amiss to tell the plot. The heir to an ancestral title in England meets a girl in Canada, marries her and takes her home to his unreceptive parents swollen with pride of birth. Despite the girl's pregnancy, the boy's mother schemes to separate the son and his wife and succeeds. Years after, when the wife has met and fallen in love again, her ex-husband, discovering the existence of his own son, insists upon re-marriage for the boy's and his own sake. The woman, self-sacrificing yet torn between her love for her son and the other man, gives up her promised happiness. An unhappy ending, yes, but consistent and as such to be applauded.

What the moving picture world needs are more plays of this type as well conceived, directed and acted as is "Marriage License."

**THEME:** Conflict between mother love and that for a man.

**PRODUCTION HIGHLIGHTS:** Successful creation of atmosphere of aristocratic world in which action takes place.

**EXPLOITATION ANGLES:**

*The Cast: Alma Rubens (featured), Walter McGrail, Richard Walling, Walter Pidgeon, Charles Lane, Emily Fitzroy, Langhorne Burton, Arthur Rankin, Edgar Norton. Director, Frank Borzage.*

Use rear-of-train honeymoon scene. Alma Rubens and boy Robin (Richard Walling) close-ups. Accentuate mother-love theme.

**DRAWING POWER:** Good but not great. Picture almost too intelligent.



Scenes from "Young April," a Producers Distributing Corporation production

*Produced and distributed by Fox Film Corp.  
Length, 7,168 feet. Released September 5, 1926.*



## Beau Geste

*Sure-Fire Appeal in This Fine Picture*

(Reviewed by Laurence Reid)

**A**S stirring and colorful a picture as has been shown this season is "Beau Geste"—and it flies the Paramount banner. The plot, surging with adventure, seasoned with a thick mixture of mystery—and carrying on a vivid line of crackling action, keeps the spectator right on edge from the moment the characters are planted. It starts off with a terrific amount of suspense—does this tale of the Foreign Legion—and then unfolds in the flash-back manner.

One sees a picturesque fort in the midst of the desert. The relief forces arrive and discover dead soldiers at all the embrasures. That is the mystery element which keeps the patron in an overwhelming state of suspense. How did those soldiers appear in such a manner? It is positively uncanny.

The film is best with its assault on the fort—and in those scenes pertaining to the Legion. It has dash, danger, romance, adventure, heroism, brotherly love and villainy in large measure. Moreover, it is finely directed, finely photographed and finely acted by Noah Beery (who nearly steals the picture), Ronald Colman, Ralph Forbes, Neil Hamilton, William Powell and others. "Beau Geste" is worth anyone's time and money. Even the tragic end of its principal hero is testimony of its honesty and vigor.

*The Cast: Ronald Colman, Ralph Forbes, Neil Hamilton, Norman Trevor, Noah Beery, Mary Brian, William Powell, Alice Joyce, Victor McLaglen. Director, Herbert Brenon.*

**THEME:** Romantic drama of Foreign Legion with three brothers swearing eternal love for one another. Two die heroic deaths, leaving the other to renew his romance.

**PRODUCTION HIGHLIGHTS:** The Arab assault. The excitement, suspense and action in the fort. The acting by Beery, Colman and others.

**EXPLOITATION ANGLES:** Tie-up with book-dealers, etc. Play up Foreign Legion. Stage prologue. Dress ushers in costumes of Legion. Play up cast. Tie-up with military organizations, etc.

**DRAWING POWER:** Should pull 'em in anywhere. Action, thrills and cast see to that.

*Produced and distributed by Famous Players-Lasky. Length, about ten reels. Released*



Scenes from the George Walsh starring vehicle for Excellent Pictures titled "The Kick-Off"

## Young April

*Romance Again in the Balkans*

(Reviewed by Paul Thompson)

**F**OR the inauguration of the new policy of first-run feature pictures at the Hippodrome, New York, in connection with vaudeville, Producers Distributing Corporation wisely selected "Young April." I say wisely, because it sets an excellent standard and gives the Keith-Albee patrons a splendid idea of what the future holds in store for them. There may be captions critics who will say, "What, another of those mythical kingdom pieces?" and was Laertes right, "There is nothing new under the sun?" I disagree with these cavers. If the treatment be what it should it matters not how hackneyed the theme.

Possibly trite but not to me, because the twain falling in love not knowing that they are supposed to marry for reasons of state. Then the crown prince gives up his right to the succession to the throne to prove his love for the supposed American girl and messes things up rather generally. Among other things this catapults her into the arms of his scheming uncle, the new occupant of the throne of Belgravia. For a finale the abduction of Bessie Love in successively, the bridal coach, a high-powered car and lastly over the border to safety in a plane. Pictorially, histrionically—not only by the three principals but by the support, and directorially "Young April" is worthy the imprint of the De Mille Studio.

Adapted from Egerton Castle's story by Jennis MacPherson and Douglas Doty.

*The Cast: Joseph Schildkraut, Rudolph Schildkraut, Bessie Love, Bryant Washburn, Clarence Geldert, Alan Brooks, Dot Farley, Carey Daumery and Baldy Belmont. Director, Donald Crisp.*

**THEME:** A marriage of convenience between heirs to two mythical Balkan kingdoms.

**PRODUCTION HIGHLIGHTS:** Girls' school scenes; atmosphere of small kingdom;

convincingness of story.

**EXPLOITATION ANGLES:** Reputation and acting ability of three featured players.

**DRAWING POWER:** Good, especially for women fans.

*Produced by De Mille Productions. Distributed by Producers Distributing Corporation.*

*Length, 6,858 feet. Released October 11, 1926.*



Alma Rubens is featured in this Fox drama titled "Marriage License"



# The Flying Horseman

*A Corking Good Western*

(Reviewed by Edw. G. Johnston)

**A**LL the ingredients which go toward the making of an unusually good Western are to be found in this latest Buck Jones release and there is every assurance of its being a strong box-office attraction with audiences who enjoy a smashing good story, flavored with romance, fast and clever riding, villainy and six-shooters.

The picture is based on the novel, "Dark Rosaleen" and appeared serially in "The Ladies' Home Journal." Action gets under way with Buck and his steed headed for the "Comanche Free For All," a race with a \$20,000 purse. On the way, adventures of all description befall our hero; he befriends a brood of poverty-stricken kids, buys Boy Scout outfits for them and teaches them the regulations of the order; foils the villain's efforts to wreck the fortune of the heroine's father and wins the \$20,000 and the girl.

Buck, as usual, is convincing in his two-fisted, six-shooting role and while Gladys McConnell hasn't much to do, she does her bit well. Hank Mann, as the sheriff, lends a deft touch of comedy to some serious situations. The rest of the cast is excellent.

*The Cast: Buck Jones, Gladys McConnell, Bruce Covington, Walter C. Percival, "Silver Buck," Hank Mann, Harvey Clark, Victor Pagg, Joseph Rickson. Story by Max Brand. Scenario by Gertrude Orr. Directed by Orville Dull.*

**THEME:** Cowboy en route to race becomes involved in plot to ruin ranch owner. Foils plot, wins heroine and race.

**PRODUCTION HIGHLIGHTS:** Buck's horsemanship and well-trained steed. The race, fine action shots, excellent story and supporting cast.

**EXPLOITATION ANGLES:** The Boy Scout stuff is great and will make a fine tie-up. In addition, the novel appeared in "The Ladies' Home Journal." Tie-up also with bookstores.

**DRAWING POWER:** Great fare for a house where they enjoy Western melodrama. Will probably go well elsewhere.

*Produced and distributed by Fox Film Corp.  
Length, 4,971 feet. Released September 5, 1926.*



*Scenes from the W. T. Lackey production released through Elbee Pictures titled "Speeding Thru"*

# The Golden Web

*Good Program Fare*

(Reviewed by Edw. G. Johnston)

**A**CCORDING to the press book, this screen version of one of E. Phillips Oppenheim's stories inaugurates a new series to be known as "Greater Gotham Productions" and while there's nothing particularly outstanding in the picture, with the possible exception of a strong and well-known cast and strict adherence to the story, it can be set down as good program fare.

Unlike Oppenheim's general run of yarns, practically the whole plot is revealed long before the end; however, this is somewhat offset by a strong finish with everything turning out as it should for the righteous.

Huntley Gordon gives a good interpretation of the miner left as sole possessor of a gold mine which finally pans out; the others left, due to the uncomfortable presence of earthquakes. Jay Hunt, of "Lightnin'" fame, is seen in the role of the original owner and Lillian Rich, his daughter. The scene changes to the East, where Gordon presides over the destinies of a newly formed mining company. The deed to the "Little Anna" mine is stolen and the original owner and Gordon are involved. Romance is brought in at this point, the murderer confesses, and all is well.

*The Cast: Lillian Rich, Huntley Gordon, Jay Hunt, Lawford Davidson, Boris Karloff, Miss Philbury, The Butler, Office Boy. Adaptation by James Bell Smith and directed by Walter Lang.*

**THEME:** Abandoned mine pans out for owner, deed is stolen and former owner involved in subsequent murder of thief.

**PRODUCTION HIGHLIGHTS:** Landslide shots at mine; third degree scene and acting of well-known cast.

**EXPLOITATION ANGLES:** Play up name of author and title; also, names in strong cast.

**DRAWING POWER:** Suitable for the average middle class and neighborhood houses.

*Produced by Gotham Prod. Released by Lumas.*

*Length, 6,000 feet. Released September 2, 1926.*



*Highlights from Paramount's picturization of the play "The Show Off"*



## Speeding Thru

*Better Than Average Program Effort*

(Reviewed by Harold Flavin)

**R**ELETE with action, thrills, romance and comedy, this is above the average program production even though lacking in so-called production values. It is an auto-race comedy drama very much similar in treatment to the stories of this type in which the late Wallace Reid appeared, though in this case it is the girl who has the "fat" part as it is she who drives the car that wins the race.

Creighton Hale, the popular player, gives an excellent performance as the college youth with a passion for fast cars and Juda King more than satisfies with her characterization of a flapper with a positive mania for speed. The story and its denouement is obvious, being that of the automobile manufacturer's daughter who saves daddy's business by winning the Classic, which results in the awarding of a large contract to him. An attempt is made to inject a suspenseful element but one forgets it, or the lack of it, in watching the vivacious Miss King jazz her way through the six reels.

The scenes of the auto race are particularly good and there's many a thrill as the "spills" occur. Robert McKim, the villain, and Lionel Belmore, the serio-comic manufacturer, contribute sterling performances in their respective roles.

*The Cast: Juda King, Creighton Hale, Lionel Belmore, Robert McKim. Director, Bertram Bracken.*

**THEME:** Comedy drama of rivalry between automobile manufacturers with the daughter of one defeating the other with the help of a college boy who wins her love.

**PRODUCTION HIGHLIGHTS:** The girl's altercation with the police. The scenes at the dance. The fight in the deserted cabin. The "spills" which occur during the race.

The acting of Miss King and Creighton Hale.

**EXPLOITATION ANGLES:** There are many possibilities for a tie-up with automobile manufacturers. Play up acting of Juda King and Creighton Hale.

**DRAWING POWER:** Should have no trouble getting over in second run and small town houses. It is a picture that the whole family can see.

*Produced by W. T. Lackey and distributed by Elbee Pictures Corporation. Length, 5,500 feet. Released September 15*



Action highlights from the Fox Western production, "The Flying Horseman"

## The Show-Off

*Funny But Not Up to the Play*

(Reviewed by Laurence Reid)

**W**HAT was expected has happened here—and that concerns the inability of the camera to catch the psychology of the central character from which the play and picture took its name.

"The Show-Off" is a disappointment in that it has lost much in its transference from stage to screen—much of its force and logic. It loses a great deal of its subtleties and shadings—qualities difficult to capture when they have been woven so deeply in dialogue and characterization. Again Ford Sterling has a tendency to burlesque the title role. Which is excusable, inasmuch as he was forced to compensate for the raucous laugh that scored so highly on the stage.

The picture is funnier than the play. The latter was described in the program as a "transcript of life," but on the screen it is treated for its mirthful measures. As comedy it evokes sufficient laughter to score most anywhere—and Ford Sterling makes Mr. Show-Off a self-satisfied, demonstrative person given to boobish outbursts. Gregory Kelly, however, walks away with the acting honors.

*The Cast: Ford Sterling, Lois Wilson, Louise Brooks, Gregory Kelly, C. W. Goodrich, Claire McDowell, Joseph Smiley. Director, Mal St. Clair.*

**THEME:** Comedy-drama of demonstrative person who misrepresents himself and things in order to be recognized as a super person.

**PRODUCTION HIGHLIGHTS:** The comedy. Ford Sterling's characterization. The human interest touches. The exteriors in Philadelphia.

**EXPLOITATION ANGLES:**

Bill as film version of one of the greatest hits of the stage. Play up title and handle with throwaways on history of play and character of show-off.

**DRAWING POWER:** Play is widely known and its popularity will appeal to filmgoers who will want to see screen version. Should pull 'em in wherever shown.

*Produced and distributed by Famous Players. Length, six reels. Released in August, 1926.*



Highlights from the Gotham production "The Golden Web"



## The High Hand

Leo Maloney Takes the Pot

(Reviewed by Paul Thompson)

IT seems to me it was Arnold Bennett, England's ex-linen draper, pronounced with a broad "a," who wrote "Helen of the High Hand." That is the only character in fiction thus designated that I remember until it was my privilege to see Leo Maloney in his latest Pathe Western. And, curiously, the star does not play poker, at least on the screen, but does hold the winning cards when the last fade-out comes. Frankly, I like this piece which he has directed and in which he stars, having taken the story written and arranged for him by Ford I. Beebe. There is a refreshing absence of those long-distance broad-jump records getting into the saddle and the horse phase is minimized throughout.

Leo comes to the aid of a family that is being terrified by a bully hired to drive them out of the county. This is that the not fully paid up ranch may revert to the lawyer who has worked the stunt many times before. Hero Maloney regularly steals from both saloon-keeper and lawyer and deposits the money thus obtained with the sheriff, with a note asking that it be held until the final collection has been made. No one knows who the burglar is and Sir Galahad in sombrero is even hired as a body-guard and to ferret out the marauder by lawyer and bad man. His "high hand"—he takes every pot in the course of the drama—also scoops in the saloon-keeper, who is brought stocking-footed with the descendant of Lawyer Marks to the sheriff, with whom we know they can be safely left.

*The Cast: Leo Maloney, starred; Josephine Hill, Paul Hurst, Murdock MacQuarrie, Whitehorse, Gus Saville, Dick La Reno and Florence Lee. Director, Leo Maloney.*

**THEME:** Outwitting two crooks trying to "gyp" family out of a ranch.

**EXPLOITATION ANGLES:** New type of Western; Maloney's personal popularity.

**PRODUCTION HIGHLIGHTS:** Convincing Western saloon scenes with hero master of all situation.

**DRAWING POWER:** Should be excellent draw in most any kind of house.

*Made and distributed by Pathe.  
Length, 5,679 feet. Released September 12, 1926.*



Scenes from Gloria Swanson's last Paramount production, "Fine Manners"

## Prisoners of the Storm

Northwest Mounted Guesses Wrong—for Once

(Reviewed by Paul Thompson)

WERE the fourth word in the title of this thriller in the plural the casual reader might think that it referred to the New Yorkers held more or less imprisoned by the almost constant rainfall of last August. But it does not; it is concerned instead with the hero, the heroine, the Northwest Mounted (one) and the villain caught in a cabin in the Canadian Northwest by a snowslide which buried them all to work out the solution to their problems until the final fade-out. House Peters is the star. He is a rough, uncouth miner in love with Peggy Montgomery through a picture possessed by her father, House's side-kick in mining. The latter, Harry Todd, a halfbreed, is murdered and suspicion is thrown on Peters because Walter McGrail, one of those who "always get their man," had misinterpreted a rough-house between Todd and Peters the last time he saw them together and taking it seriously, figured out that Todd must be the murderer.

It is a thin story even if the perennial James Oliver Curwood is the author. Charles Logue, who did the adaptation, has done all that he can to create and hold suspense. This is mostly limited to the imprisonment in the cabin, but even then you know they will ultimately be liberated from the cabin and the guilt placed where it belongs. It is filled with good pictures of the Northwest and of a blinding, swirling snow storm that provides the title and the setting.

*The Cast: House Peters, Star; Peggy Montgomery, Walter McGrail, Harry Todd, Fred De Silver, Clark Comstock and Lillian Nichols. Director, Lynn Reynolds.*

**THEME:** Solving murder mystery in cabin which is snow-bound.

**EXPLOITATION ANGLES:** Peters' Popularity. Comedy bathing scene of half-breed, and forest scenes.

**PRODUCTION HIGHLIGHTS:** The storm scene; successful reproduction of Canadian Northwest atmosphere.

**DRAWING POWER:** Fairly good as second run attraction and in the small houses.

*Produced and exhibited by Universal (Jewel) Picture Corp.  
Length, 6,102 feet. Released December 19, 1926.*



Love, villainy and fire all do their bit to make "Flames," an Associated Exhibitors release, interesting



## Fine Manners

*Nothing Much to Boast About*

(Reviewed by Laurence Reid)

**G**LORIA SWANSON'S new picture which took such a long time to finish cannot be catalogued as anything out of the ordinary. While it has been going through the movie machinery it appears to have lost much of its substance. It is an obvious affair—one handled obviously, with the result there isn't much to intrigue the imagination.

The contrasts are sharply divided. The heroine is poor—while the hero is rich, and anyone with half an eye can spot that the girl learns how to be a lady. Miss Swanson enacts the part with considerable vitality and enthusiasm, but as clever as she is she cannot overcome the shortcomings of the plot. It is a Cinderella pattern cooked to a turn. So was "Manhandled"—but that picture had substance and imagination.

The poor girl meets the rich fellow and a romance begins. The youth intrusts her to the care of his aunt while he is away for a few months—and during the interim the girl is made over into a lady. There is a bid for drama toward the finish when the heroine has a fit of temper and becomes the lowly East Sider for the moment. But it is merely a gesture and retreats behind the cloak of happiness.

The appeal of the picture rests entirely with the star, who undergoes her transition from a rowdy into a classy dame with poise and abandon.

*The Cast:* Gloria Swanson, Eugene O'Brien, Walter Goss, Helen Dunbar, John Milern. *Director,* Richard Rosson.

**THEME:** Cinderella pattern revolving around poor, but pretty girl, winning love of rich youth. **TEASE the title. Play up Swanson and tie up with ladies' shops on clothes, lingerie and hair-dressing.**

**PRODUCTION HIGH-LIGHTS:** The acting by star. **DRAWING POWER:** Popularity of star should draw them. Suitable for most types of houses.

**EXPLOITATION ANGLES:**

*Produced and distributed by Famous Players-Lasky.*

*Length, six reels. Released August, 1926.*



*Scenes from the Pathe feature Western "The High Hand"*

## Flames

*Melodrama With a Blazing Background*

(Reviewed by Paul Thompson)

**W**E doubt the press-agent's "We feel 'Flames' will prove one of the big pictures of the coming season," but that it will score there can be no question. It has for one asset three featured players, all with their own followings: Jean Hersholt, a sort of Danish man-of-all-work, judging by the variety of parts handed him; Eugene O'Brien, the handsome and debonnaire, and lastly—ungallantly without intention—Virginia Valli. For full measure Bryant Washburn, with this season's correct mode in villain moustaches, is an added starter. I insist, however, that the principal honors go to the forest fire, which forms a most melodramatic background for the latter part of the story.

The man with the euphonistic name, Lewis Moomaw, is responsible for this Associated Exhibitors' picture based on the story and scenario by Alfred A. Cohn. It tells, in brief, of Virginia, for the picture's purposes, the daughter of George Nichols, a section foreman become railroad owner, being rescued from Boris Karloff, a very bad western man. Eugene O'Brien does the heroic stuff, carrying Virginia through a burning forest after a rough-and-tumble fight with the villain. Hersholt is a Swedish foreman with a penchant for cheap love stories who gets Virginia into her troubles through a mistaken desire to help Eugene win the lady. Cissy Fitzgerald, she of the wink of the last century, is among those present. Oh! Bryant Washburn is the "typical" New York society man anxious to marry Virginia. Does he succeed? He does not after Eugene's heroism—how could he?

*The Cast:* Eugene O'Brien, Virginia Valli, Jean Hersholt, Bryant Washburn, Cissy Fitzgerald, George Nichols, and Boris Karloff. *The director,* Lewis H. Moomaw.

**THEME:** Rescue of heroine from villain and forest fire.

**PRODUCTION HIGH-LIGHTS:** The amazing fire scenes and railroad construction camp.

**EXPLOITATION ANGLES:** Fire scenes, prominence of four stars in cast.

**DRAWING POWER:** Excellent, filled with thrills and action.

*Produced and released by Associated Exhibitors, Inc.*  
*Length, 5,888 feet. Released September 15, 1926.*



*Scenes from "Prisoners of the Storm," a Universal production of the "Northwest Mounted" type*



# Regional News from Correspondents

**ROLLA DUNCAN** sold his interests in the Billings theatres on August 1st to Fregger, of Billings. The new firm of Fregger and O'Keefe, are changing their policy from second-run of the Lyric Theatre, back to first-run. Their other holdings will continue first-run.

W. J. Heineke, manager of the Judith Theatre, at Lewistown; H. W. Knutson, manager of the Liberty Theatre and W. G. Hyde, manager of the Strand, of Miles City, are reported buying heavily of the new product, 1926-27, for the coming theatre season, and in other words, are helping out the Greater Movie Season.

Mr. and Mrs. H. W. Knutson, of Miles City, are just moving in to their new home which has lately been completed. It is one of the most artistic and most modern of the homes in that city of beautiful homes.

## Butte

Marcell Cenis is the new theatre man to enter the ranks this month. He has taken over his brother's interest in the Happy Hour at Bear Creek. It will be recalled that his brother, Nestor, died at Bear Creek recently in an automobile accident.

McDonough and McCall are two live-wire young men, who have taken over the theatres and dance halls at Bridger and Fromberg. They are sparing no expense to give their patrons a gay season and worth-while programs in both enterprises.

Universal is out for the new sales drive and Manager W. J. Heineman has recently returned

from a state-wide trip that took him as far east as Miles City. A part of the time he had his salesman, C. J. Severson, with him.

Al Finkelstein, assistant to general manager Harry Arthur, of North American Theatres, was in Butte all of last week to confer with W. J. Sullivan, who has been the local manager for the Silver Bow Amusement Company and who continues to be manager for the present under the new regime. It is said the American Theatre will be opened about the 15th of September. At the close of the week Mr. Finkelstein returned to his home office.

The June Honor Roll in the fire prevention campaign of the Film Boards of Trade was accorded to Frank Murphy, booker-manager for Famous Players-Lasky Corporation in Butte.

Al Oxtoby, manager of First National at Portland and C. M. Hill, former manager of Metro-Goldwyn-Mayer Seattle Exchange, received first place in their respective centers.

Dave McIlhinney, territorial representative out of the Montana branch office in Butte, has just left for an extended sales trip through the state in the interest of M.-G.-M.

W. M. Hughart, of the Pathe Exchange, is at home again and back at his managerial desk after a number of strenuous weeks in eastern Montana, conducting a sales drive.

## Salt Lake City

**SETH D. PERKINS**, district manager for Metro-Goldwyn-Mayer, was in this city a few days ago and has left with Branch Manager L. C. Wingham and all of the local sales force for a sales drive in Butte, Mont.

J. A. Epperson has come back from his fishing trip more tired than when he left, due to horseback riding; says he is off horses for life. Epperson leaves for a two weeks' trip into the Idaho branch.

All of the Pathe sales representatives have come in this week to attend a sales conference.

L. A. Davis, former branch manager for F. B. O. in this city, has been appointed district manager in Salt Lake. Denver and Butte for Associated Exhibitors. Davis is now in Montana installing Joe K. Solomon, who was previously associated with F. B. O. here in the capacity of salesman, as branch manager there. Joe B. Roden is now covering the territory for Associated Exhibitors.

J. E. Ryan, owner of the Liberty Theatre at Brigham City, Utah, is visiting the local exchanges this week.

T. Duvall, manager of the Gem Theatre at Murray, Utah, is spending his vacation, accompanied by his wife, at Bear Lake, Utah.

John Ruger of the American and Orpheum theatres at Park City, Utah, is spending a few days here in the interest of these houses as well as the new Egyptian Theatre which he and Frank Knotts are building there.

Al O'Keefe, local manager for Producers' Distributing Corporation, is in the Montana territory for about two weeks. Jack Connors is making a swing through the Idaho country out of this office.

Walter S. Rand, sales manager out of the local United Artists exchange, has just completed a trip through the principal cities of Montana.

Paul DeMordaunt is in this city from Blackfoot, Idaho, attending to the booking for his Mission Theatre there.

James R. Keitz has left his managerial desk at the local office for Columbia Exchanges, to spend about two weeks in the southern Utah territory.

C. M. Stringham, owner of the Colonial Theatre at Ogden, Utah, is among exhibitor visitors seen along film row this week.

Branch Manager Mathew Apar-ton of the local Universal exchange, is in from a swing through the northern territory.

C. W. Peck, Jr., booker at the Universal office here, has returned from his vacation spent in Yellowstone Park. Jimmie Beale, sales representative, is in from his territory in the Idaho country, and it is rumored that wedding bells will soon be ringing for Jimmie and Miss Caroline. Tony Hartford is now making the Nevada territory out of this office. Manager Apar-ton announces that Boise, Twin-falls, Black Foot and Idaho Falls, Idaho, and Ogden and Logan, Utah, have recently been closed one hundred per cent Universal.

Sid D. Weisbaum, supervisor of the Denver territory for F. B. O., is visiting this city.

Fred Lind, local branch manager for F. B. O., has returned with W. T. Withers, sales representative out of this office, from a trip through Idaho and Montana. Ruben Harris, southern Utah representative, is leaving for his territory within a few days.

Vete Stewart, First National representative, has been busy the past two weeks touring the Yellowstone

The office of the Victory Theatre here, under the management of Carl A. Porter, has been completely redecorated and beautiful new furniture installed recently.

F. C. and Carsten Dahmken, owners of the American Theatre in

this city, have arrived here for the purpose of completing arrangements for the extensive improvements which the American will undergo within the near future.

The office force of the Famous Players-Lasky Corporation here

are enjoying an outing at Saltair, a local bathing resort, the latter part of this week.

Clyde H. Messinger, manager of the local Educational exchange, just left for a ten-day trip into the Idaho country.

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## New England



**FIRE** at the Bayside Theatre at Nantasket, Hull, Mass., resulted in about \$500 damage to the theatre but for a time threatened to cause considerable trouble. The fire started in the projection booth. The theatre is a one-story wooden building and when the fire started Manager Dan Murphy and some of the men in the audience threw open the side exits and the audience quickly left, although some of the women were slightly hysterical. The Bayside Theatre runs only during the summer season. Repairs were made at once so there was practically no interruption to the schedule.

United Artists Poston Exchange is being moved this week from its long time location at 69 Church Street to the former Pathe Exchange on Stanhope Street.

E. M. Loew, head of the Loew theatres in Boston and vicinity, sailed on Saturday on the steamship *Majestic* from New York for a six weeks' trip in England and on the Continent.

Jack Jennings, salesman for Pathe in the Rhode Island and Cape territory, is taking a vacation motor trip in his new Packard through northern New England and New York State.

Morris Rothenberg, of the American Feature Films Co., of Boston, who has been in camp with the Citizens Military Training Camp at Camp Devens, Mass., received a genuine surprise during the week

when he was called before the troops at review and was presented with a beautiful silver loving cup for excellency and efficiency above the average. The presentation was made by Col. Foote and Representative Elijah Adlow.

James A. Curran, assistant manager, of the Pathe Exchange in Boston, is this week vacationing at Hampton Beach, N.H.

Charles E. Sawyer, of Greenville, N.H., owner-manager of Sawyer's Theatre, was welcomed to Boston's Film Row during the week.

Harry Zeitz, of the State Theatre, in New Bedford, has bought the New Bedford Theatre, one of the largest and newest houses in the city. The New Bedford has heretofore played mostly legitimate and some stock. Mr. Zeitz considers changing the policy of the house to play picture road shows and special feature films.

Fred Lovett, who has been manager of the Royal Theatre at Olneyville, R.I., has left to become manager of the Emery Theatre in Providence, one of the houses just purchased by Edward M. Fay, which reopens this month.

It is understood that Warner Brothers are negotiating for the premier of Vitaphone in New England for the Colonial Theatre in Boston early in October. No verification of the rumor was obtainable at the Poston exchange.

General Manager Michael

O'Brien, of the Mystic and Fellsway theatres, Malden and Medford, is spending his vacation at Atlantic City.

Ramsdell Brothers expect to open their new Granada Theatre in Malden about the middle of October. It will be the city's largest theatre.

Two of the Fall River theatres reopen Labor Day with changes in policy. The Bijou Theatre, which has shown pictures for several years, returns to stock, in which it was successful several years ago. The Empire Theatre reopens to pictures again but with a change of bill but once a week instead of twice weekly as heretofore. Both houses have been closed during the summer.

In Woonsocket, R.I., the new theatre erected by the Olympia Circuit is nearing completion and will be opened about the middle of September.

At Worcester the Plaza, a Polihouse which has been showing pictures and vaudeville, starts the season in stock, beginning this week.

The Repertory Theatre in Poston, of which Hon. J. Weston Allen is managing director for the Repertory Association, has started as a motion picture house.

Lon Vail's new Lyric Theatre, at Warren, R.I., said to be one of the most attractive of the smaller town theatres in that section, will be formally opened next week.

The new Wollaston Theatre, in

Quincy, Mass., which is being built for Abe Spitz, of Providence, is well under way and tentative plans call for its opening about November 1.

In Attleboro the Columbia Theatre reopened Saturday with Ed Rhind as managing director. The house has been thoroughly renovated and many improvements added.

The Day Street Theatre, Somerville, Mass., which has been closed since the fire which destroyed the projection booth and resulted in the death of the operator, has been completely renovated and improved and reopens this week. The policy has been changed and there will be a daily change of program.

The Franklin Theatre at Durham, N.H., has undergone some alterations during the summer and reopens Labor Day.

Chelsea Theatre, in Chelsea, Mass., reopens Labor Day with a change of policy. It will give three changes of program weekly and will add vaudeville to its picture programs. The Broadway Theatre in Chelsea also reopens Sept. 6.

Fred S. Murphy's new theatre in Quincy, Mass., opens for the first time on Labor Day with a program of pictures and vaudeville. It seats approximately 1,500.

Two Boston houses reopen for the season this week, Waldron's Casino on Monday and the Gaiety on Saturday.



## Albany



**JAMES DERMODY**, salesman at the Fox exchange, is once more back at work, following nearly two weeks at an Albany hospital, recuperating from an attack of rheumatism that caused his hands to become badly swollen.

Amos Leonard, of the Pathe forces, is now enjoying a vacation at his camp on Lake Brantingham. Rhea Carmody, sales control clerk at the same exchange, is spending a couple of weeks at Jamaica.

Dick Hays, of Toronto, is the new booker at the Paramount exchange, having been transferred here from Toronto. He takes the place of Jack Walsh, who went with Producers' Distributing Corporation, but who recently resigned and has been succeeded there by James Bailey, formerly connected with the Fox exchange.

Ted Hays, who recently became a salesman for Warner Brothers in this territory, resigned during the past week.

Sidney Samson, of Buffalo, and Bert Gibbons, local manager for Bond, were through the Adirondack region and northern New York last week.

Isadore Schmertz, local manager for Fox, spent nearly all of last week on a trip through the southern tier of the state, calling on exhibitors in both the large and the small places.

Gene Lowe, former booker at the Fox exchange, and more recently

at the Producers' Distributing Corporation exchange, has apparently decided that there is a better future in another line, and is now selling refrigerators.

John Garry, manager of the Clinton Square in Albany, is on his vacation and when someone inquired what he intended to do, Mr. Garry was frank in admitting that he planned to remain home and look after the baby.

Miss Jane Halloran is back at her desk with the Albany Film Board of Trade, following a vacation at Lake George. Her sister, Peggy Halloran, is also back on the job. Betty O'Hara, from the Educational exchange, who also vacationed at Lake George, is back at her desk.

A. E. Milligan, of Schuylerville, put in an appearance along Film Row last week and of course he was shown through each of the exchanges by the proud managers.

R. J. Meigs, salesman at the Pathe exchange in Albany, is now on his vacation and incidentally renouncing bachelorhood, and when he returns to town a couple of weeks hence, Mrs. Meigs will be with him.

Pat Quinlan, of Chateaugay, is a bit worried these days in connection with a fight between the town board and the lighting company. It now looks as though the town would be plunged in darkness and Mr. Quinlan would be

without any current for his projection machine.

Bob Landry, of Ogdensburg, came back the other day from a vacation and then announced that he would leave on another one in a day or so.

Charles Sesonske opened the Liberty Theatre in Watertown last week under most auspicious conditions. The theatre was recently acquired by Mr. Sesonske as the first of his chain of houses in northern New York. Mr. Sesonske will pay particular attention to his musical programs. Earl Arnold will be general manager of the house.

Bob Pierce, part owner of the Capitol Theatre in Ilion, is back home after a vacation in Atlantic City. Chris Marx, of the Rialto, in Utica, took his vacation in the shape of an automobile trip.

According to reports reaching Film Row in Albany, Mike Kallet, of the Madison in Oneida, is negotiating for a theatre in Boonville.

The Town Hall in Georgetown, run by Charles Brown, has closed and will not be opened until some time in the fall on account of poor business.

H. C. Bartlett, of Oxford, is back home from an automobile trip through Canada.

Lee Parker, of Edmeston, has been managing a baseball team during the past summer, but will de-

vote more of his time from now on to his theatre.

Harvey Edick, of Bisbee Hall in West Winfield, and the Crescent in Leonardville, is back on the job, following a vacation which he spent with his family.

Morris Silverman, of Schenectady, will erect an 800-seat theatre in this city this fall. The house is to be located in an exclusive residential section that has been without a motion picture theatre. Mr. Silverman already owns and operates two houses in Schenectady.

Leave it to Julius Singer, of the Universal forces, not to let any event go unnoticed. When the Mark-Ritz opened a couple of weeks ago here, a wire was received from Mr. Singer, extending his congratulations and best wishes.

The Albany Theatre in Albany, is to reopen at once, but with prices at ten and fifteen cents, rather than twenty-five cents. Tom Clark will look after things generally.

George Roberts has decided to call his new theatre in Albany. The Eagle. It will be in shape to open in September.

Walter Hays, of Buffalo, and Moe Mark, of New York City, officials in the Strand chain of houses, were in town during the past week.

The Schine brothers have leased the theatre in Lowville, which has been operated for several months past by the village. Joseph H. Gerner is to remain as manager.





# Minneapolis



**W**. B. HEICK, of the Unique Theatre, Calumet, Minn., and Herbert Kelley have taken over theatres at Royalton, Sartell, Cushing, Sunrise and two other villages, inaugurating a new chain for the state. Heick will confine his attention to the Unique, while Kelley will handle the other theatres.

A. H. Blank Theatrical Enterprises have announced plans for a new \$50,000 theatre at Charlton, Ia. This will give the town three houses.

Mrs. Anna Huch, killed in an automobile accident in North Minneapolis, was the mother of Otto N. Rath, owner of the Ideal Theatre in South St. Paul and former St. Paul postmaster.

Saxe Amusement Enterprises has reopened (September 4) the Wausau Theatre at Wausau, Wis., formerly the Stuart. It has been remodeled.

Ernest Michael has sold his house at Tama, Ia., and moved to Jefferson.

W. L. Uglov, of the Crystal, at Burlington, Wis., has bought his theatre building.

E. W. Gavin, formerly on Universal's staff, is a new Wisconsin salesman for Producers Distributing Corporation out of Minneapolis.

The Lyric, at Houston, Minn., now under construction, will be opened soon, according to Manager Forsyth.

A seven-and-a-half-pound boy has been born to Mr. and Mrs. George Kopman and is the first son in the family of the Gold Seal Exchange manager.

J. A. Strom will reopen the State at Ipswich, S.D., after complete remodeling.

The New Cavalier, at Cavalier, N.D., has been renamed the Capitol.

R. E. Benson, of Adrian, Minn., will take over the Grand at Heron Lake, Minn., immediately.

Grand Rapids, Minn., village council has bought the Unique Theatre from Mike Vesovick and will turn it into a park.

Saxe's Majestic at Beloit, Wis., has been reopened after remodeling.

Fred Herendeen, formerly of Fischer's Parkway, at Madison, Wis., has resigned and H. O. Jones succeeds him.

A new organ will be installed in the Strand at Madison, Wis., and will begin broadcasting October 10 through Radio WIBA.

The Grand, at Davenport, Ia., will be reopened after repairs, the middle of the month.

The Lytton Opera House Company, incorporated at Sac City, Ia., has named the following directors: E. L. Feddersen, David Wickersham, T. E. Corry, Frank Brobeil and Gust Holm.

Raymond E. Brown has sold to J. F. Erdman, of Harlan, the Pas-

time Theatre, Logan, Ia., and taken the Lyric and Empress at Harlan.

Excavation for the new theatre at Port Washington, Wis., has been halted by the uncovering of an old sewer on the property.

Modern Woodmen have taken a 60-day option on the Lyceum Theatre Building at Fergus Falls, Minn. It plans to remodel the building for use as a club.

A. K. Pay's Egyptian Theatre, at Aberdeen, will open some time this week, it is said.

Morris Abrams, exploiteer in this territory for Metro-Goldwyn-Mayer, is back from Milwaukee.

W. H. Workman, new Metro manager in this district, paid a flying visit last week to Duluth and to Ashland, Wis.

Mr. and Mrs. E. L. Dilley, of the Grand Theatre, at Northfield, were in Minneapolis for several days last week.

A. H. Fischer, division manager for Warner Brothers, with headquarters in Minneapolis, returned recently from a trip to Omaha and St. Louis.

George Johnson, manager of the municipal auditorium at Red Wing, paid a visit to Film Row the other day.

Harry Nelson, of the Princess Theatre, in St. James, Minn., was in town last week.

A. J. Rave, of Washburn, Wis., who operates the Dupont Club Theatre, visited the Metro-Goldwyn-Mayer offices in Minneapolis recently with his two young lady daughters, the Misses Viola and Lillian Rave.

J. W. Larson, of the Cecil Theatre, at Cokato, Minn., and Ole Vista, of the Murray, at Slayton, Minn., were other visitors last week.

Fred Boll, of the Majestic Theatre, Stillwater, ran over to Minneapolis the other day.

Jack O'Brien, of the Colonial Theatre, at Tracy, Minn., visited Film Row recently.

Miss Anne Griffin, cashier for Metro-Goldwyn-Mayer, is spending a few weeks' vacation in Chicago.

Miss Lenore Welo, of the Metro staff, has returned from a vacation spent in Indiana and Chicago.

Mrs. Rose Grant, officer manager of the Milwaukee branch of Metro-Goldwyn-Mayer, visited the Minneapolis office while on her vacation in the city.

L. H. (Mickey) Coen is leading the Metro staff with heavy orders from the key centres and the Twin Cities.

Paul Mans, booker for Metro-Goldwyn-Mayer at Minneapolis, is

just back from a motor trip into Northern Minnesota.

A home office crew paid a flying visit to the Minneapolis Paramount office to put a few more ounces of steam under A. B. Leak's campaign for first honors in the Paramount National Sales Contest. Included in the flying squad were L. Marcus and A. Colel.

Crockett Brown, owner of the Grand Theatre, at Nashwauk, Minn., passed through Minneapolis on his way back from a motor trip into the Kentucky mountains.

E. J. Hurley, chief accountant for Paramount, is just back from Detroit, Mich., where he spent what he says was his first vacation in three years.

Nicky Goldhammer, manager for Universal at St. Louis, attended the funeral of his mother here last week. Mrs. Goldhammer died in a Minneapolis theatre watching one of the pictures handled by her son's sales force.

L. A. Hummell, manager of Associated Exhibitors' Minneapolis office, has gone to Chicago for a sales conference.

J. S. Cohan, formerly with Universal at Omaha, is a new salesman on the Associated Exhibitor's staff. He has the Southern Minnesota and Wisconsin territory out of Minneapolis.

Walter R. Liebman, new manager of Pathe in Minneapolis, held a conference with all his salesmen in the branch office last week.

Tom North, Pathe's special representative out of the New York office, put in a few days with the Minneapolis staff.

Fred Aiken, assistant general sales manager with headquarters in the New York office of Pathe, has returned after installing Liebman as new Minneapolis manager.

H. J. Bayley, who recently resigned as Pathe's Minneapolis manager, has gone to Texas on private business, leaving Minneapolis Sept. 1st.

Doc Banford, manager of the Des Moines Metro-Goldwyn-Mayer branch, spent his vacation in Minneapolis.

A. J. Blumberg, Warner manager, is on a trip to Aberdeen.

A. H. Fischer, division manager for Warner, has announced that Nicky Goldhammer, who has been branch manager for Universal in St. Louis, will take over the Warner office there.

Charles Perez, of Cass Lake, was in Minneapolis the other day buying films for his theatre.

Mrs. A. J. Carlson has taken the

place of Mrs. E. L. Langmore at the Warner office.

Miss Marcella Wise is the new information girl for Warner.

A. C. Wilson and George Cooper, traveling auditors, are doing some work in the Minneapolis Fox office.

Blackmore Brothers, of the Orpheum, New State, Capitol and Diamond theatres, Duluth, visited the Fox offices last week.

R. V. Baasen, of the Minot, N. D., Arcade, was seen on Film Row recently.

Madeline Dunn, of the Fox staff, is back from her vacation.

Roy McMinn, of the Capitol Theatre, Superior, was in town the other day.

W. L. Krause, of the Ideal Theatre, at Bloomer, Wis., has been looking 'em over on Film Row here.

Joe Matuska will open his new Jackson, Minn., theatre on December 1st, he announced in Minneapolis last week.

The Capitol Amusement Company has announced that it will build the New Ritz Theatre in Northeast Minneapolis.

E. H. Holritz has sold the Carson, N.D., Orpheum to J. R. Bateman.

Mrs. M. Kruske has sold the Strand, at Princeton, to J. H. Craft.

E. J. Lipson, new Producers Distributing Corporation manager, is out on the road getting acquainted with the Minneapolis territory.

S. Chapman, formerly of the University of Minnesota, is breaking into the film business as the new short subjects booker for Universal in Minneapolis.

Miss Vera Newkirk, assistant to the Universal cashier, suffered painful injuries when her car turned over on a road, near the famous Minnesota resort, Lake Minnetonka.

Phil Dunas, Universal manager, journeyed to Red Wing and the Southern Minnesota territory, recently with Izzy Schlank, salesman.

Miss Marcia Edelman, of Universal staff, has just had her tonsils out.

Fred Finnegan, Universal booker, has returned from a two-weeks' vacation spent mostly at Lake Minnetonka.

H. L. Conway, recently of First National, and W. W. Cutter are new salesmen on the United Artists force in Minneapolis.

T. Y. Henry, division manager for United Artists, with headquarters in New York, spent a couple of weeks here installing H. O. Martin, the new manager.

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DEVELOPING AND PRINTING MOTION PICTURE FILM





# Seattle



**CLARENCE HILL**, formerly associated with Metro-Goldwyn-Mayer as their exchange manager in this city, is now a sales representative in the local territory for the First National company, according to announcements made recently. Mr. Hill replaces Percy Hurst with the First National organization, Mr. Hurst having left recently to assume the position of sales manager for Jack Lannon's Columbia state right exchanges.

**J. A. Gage**, popular manager of the Educational exchange, had as his guest last week Robert C. Bruce, the producer of the famous Bruce Scenics, distributed by Educational.

**John Danz**, owner of a string of downtown and suburban houses in this city, last week announced that he has closed the American Theatre in Spokane, only recently acquired by himself. He has relinquished the lease on the house, the future of which is entirely indefinite.

**George L. Fecke**, radio broadcast chief of the Metro-Goldwyn-Mayer company, left town recently after making arrangements with one of the large Seattle broadcasting stations for a hook-up on the M-G-M Movie Club broadcast program.

**Francesco Longo**, director of Robert W. Bender's Columbia Theatre All-Artist Orchestra, returned to his work a short time ago after a vacation of several weeks. Much of Mr. Longo's time was spent in studying the musical features of the large Eastern houses.

**Harry Landstrom**, recently associated with Manager Dave Frazer's local Producers' Distributing Corporation exchange, is now a sales representative for Metro-Goldwyn-Mayer.

**George Herp'ck** of the Pacific and South Bend theatres, formerly

owned and operated by George H. Theatres, Inc., and Si Danz, of the Hollywood Theatre in this city, last week were appointed to the Seattle Arbitration Board at the request of the Film Board of Trade. They supplant Walter Graham and L. A. Drinkwine, and with Joe Bradt comprise the entire membership of the Board.

Among the visitors on Film Row last week were Kerns Spears of the Dream Theatre, Randle, Washington; E. J. Reynolds, Pasco Theatre, Pasco; Mr. and Mrs. T. C. Berry of Edmonds; John McGill of Port Orchard; R. S. Stickney of Concrete, Washington; E. W. Groesbeck of Enumclaw; and Roy Czerny of Kent.

**Mel Winstock**, new sales representative for Al Rosenberg's De Luxe Feature Film Exchange, left recently for an extended sales trip into the eastern Washington and Montana territory.

The Apollo Theatre in West Seattle, formerly owned by A. M. Dunlop, was closed early last month upon the expiration of the lease, and present plans indicate that it will be remodeled into a store building. Pacific Theatres now hold the lease on the property, but will not run the house because of its proximity to their new Granada Theatre in that district.

**George Lipschutz**, well-known orchestra conductor from Loew's Warfield Theatre in San Francisco, has been spending some time in this city in preparation for the opening of the North American's new Fifth Avenue Theatre early in September. Mr. Lipschutz will be musical director of the new house, and will also assist his brother in handling the orchestra at the new Broadway Theatre in Portland.

**James Grainger**, general sales manager of the Fox Film Corporation, visited the local office recently,

and the occasion was celebrated by all the sales representatives who came into town for the event. Another visitor at the meeting was James Linn, new manager of the Fox exchange in Portland, which opened only a few weeks ago.

**George Ekre**, salesman for Harry Percy's Portland Producers' Distributing Corporation exchange, spent a few days in this territory recently.

**Clarence** and **Bill Farrell**, the former at Ellensburg and the latter at Yakima, both visited Film Row last week. Bill Farrell, in addition to his other interests in that territory, has just opened his Avenue Theatre, said to be among the best in that entire district.

**John Brooks** of the Lyric Theatre in Spokane recently acquired the control of the Rialto Theatre in Hillyard, a suburb of Spokane, according to reports reaching here recently. The Rialto was formerly operated by O. W. Newton.

**P. W. Strupler** of Pullman, Washington; **R. R. Pratsch** of the Realart Theatre in Tacoma; **J. R. Porter** of the Community Theatre, Tacoma, and **William Armour**, now building a new theatre in Montesano, were all visitors on Film Row within recent weeks.

The Astoria Theatre in Astoria, Ore., was taken over last week by **W. F. McGregor**, owner of the building which the theatre occupies. It was formerly operated by the Elbe Theatres Company. It is understood that **Richard Hobson**, manager for Elbe, will continue to direct the activities of the house under its new ownership.

After more than ten weeks of darkness, the Moore Theatre in this city opened again last week with **Orpheum Circuit Vaudeville** and film attractions.

**Moore and Dolan**, well-known theatre operators in the Northwest, last week are reported to have achieved control of the Raymond

Reisner. Control was to have been transferred this month, according to the first details.

**Waldo C. Ives**, owner and manager of the Empire Theatre, Anacortes, and one of Washington's youngest exhibitors, has been spending some time in this city at the home of his father, recuperating from illness which kept him confined in a local hospital for some few weeks. He plans soon to return to his work.

**Hal Horne** and **Floyd Maxweel**, manager and director of public relations, respectively, for the new Fifth Avenue Theatre in this city, left last week for Portland, where they planned to attend the opening of their new Broadway Theatre. **James Q. Clemmer**, former local showman and the builder of the Clemmer Theatre, now the Columbia Theatre, in this city, will manage the Broadway for the North American Theatres.

**Charles W. Harden**, manager of the United Artists' exchange, spent some time in Portland last week, working with a number of the Portland and suburban exhibitors. He attended the opening of the Hollywood Theatre during his visit in the Oregon city.

**Wallace "Benjamin" Rucker**, well-known sales representative for Manager J. A. Gage's local Educational exchange, returned this week from an extended sales trip, with his dust-covered Chrysler "80" and a smile of satisfaction on his face. The latter is taken to evidence a satisfactory sales tour only!

**Hiram Abrams**, president of United Artists' Corporation, announced yesterday that **Arthur M. Weinberger** has been appointed sales manager of the Washington Branch office of United Artists, succeeding **J. T. Cunningham**, who has resigned.

Mr. Weinberger's appointment is effective immediately and he has left to take up his new duties in Washington.



# St. Louis



IT is reported along Picture Row that **Goldman & Leventhal**, owners of the Rainbow, Astor, Senate and Majestic theatres, will, on September 1st, add the Rivoli, Sixth Street, near Olive Street, to their string of downtown houses.

An official announcement of the deal has not been made, but it is understood final papers will be signed immediately.

The Rivoli has been operated by Universal Pictures Corporation and for a time was under the management of **William Goldman**, playing day and date with his Kings Theatre.

**Tom McKean**, manager for F. B.O., recently made a trip through North Illinois.

**Charles Goldman** and wife attended the Illinois State Fair at

Springfield, Ill., as the guests of **Leo Bernstein**.

Through an arrangement perfected by **Jim Reilly** and **H. Sauvage**, the Grand, Hippodrome and Princess theatres in Alton, Ill., are booking pictures jointly.

**Linda Trout**, assistant manager and cashier of the local F.B.O. office, has returned from a delightful vacation, spent in the Missouri Ozarks. **Minerva Inger**, assistant cashier of F.B.O., has returned from her trip to California. She is strong for the California atmosphere, but still thinks St. Louis is the best of the American cities.

**Mollie Inger**, who had been booking for United Artists, has resigned because of her health. She

has been succeeded by **Bill Collins**, formerly with Universal.

**G. E. McKean**, manager for Fox Pictures, visited Springfield, Ill., and vicinity.

**F. Truth** opened his Liberty Theatre, Carbondale, Ill., on August 30.

**Nat Steinberg**, formerly with Columbia Pictures Corporation and later manager of the local Associated Exhibitors office, has opened a new independent exchange, known as Premier Pictures Corporation, and will handle **Cladwick Pictures**. He has taken office space with **Sam Werner** at 3314 Lindell Boulevard.

"Nicky" **Goldhammer**, on Monday, August 30, assumed his new duties as manager of the local Warner Brothers office. "Nicky"

recently resigned as boss of the local Universal Exchange and should prove a valuable asset for his new bosses. **Eddie Alperson**, who was manager here for Warner Brothers, has gone to Kansas City to manage that office.

The Bridge Theatre on Natural Bridge Avenue, St. Louis, Mo., will be known as the Euclid Theatre when it reopens for the fall and winter season in September. There will be no change in the management.

Out-of-town visitors of the week include **Tom Reed**, Duquoin, Ill.; **Steve Brady**, Cape Girardeau, Mo.; **Jim Reilly**, Alton, Ill.; **John Rees**, Wellsville, Mo., and **F. Trout**, Carbondale, Ill.





## Baltimore



JOHN E. HENDRICKS, who has managed the Boulevard Theatre, Baltimore, Md., for several years, died Monday morning, August 16, at his home. The funeral took place on Thursday morning, August 19. Mr. Hendricks has been succeeded as manager of the Boulevard, by M. H. Rogers, who has been his assistant for some time.

Bernard Depkin, Jr., manager of Warners' Metropolitan Theatre, Baltimore, Md., was operated on for an abscessed ear at Atlantic City, N.J., recently and is confined to the Hotel Brighton, there.

Henry Fledderman, treasurer of Warners' Metropolitan Theatre, here, suffered an injury to his right hand recently when he was arranging an electric fan in his office. The injury has practically healed now.

A new theatre for the Princeton Triangle Club will be designed by D. K. Este Fisher, Jr., of Baltimore, Md. Mr. Fisher graduated from the university in 1913 and is a member of the Triangle Club.

The Grand Theatre, Highlandtown, Baltimore, Md., recently taken over by Frank H. Durkee, proprietor of the Forest, Belnord and Palace theatres in that city,

will reopen to the public, Monday, September 13. During the time it was dark the entire lobby and foyer have been rebuilt and other alterations have been made.

The exteriors of the Bridge and Edmondson theatres, Baltimore, Md., will be repainted, according to plans laid out by Louis J. Schneider, who has succeeded Louis Schlichter as manager. Mr. Schneider also plans to place more electric lights under the marquees of the houses.

E. A. Lake, manager of Keith's Hippodrome, here, spent about five days' vacation recently at several lakes near Syracuse, N.Y.

It was necessary for an operation to be performed on the foot of J. M. Shellman, motion picture editor, *Baltimore Sun*, recently, as the cut which he suffered on his foot at Druid Hill Park swimming pool became infected. The wound has practically healed now.

After having been associated with the New Theatre, Baltimore, Md., for the past ten years as head usher, Gladys Siebert has resigned from that position.

An automobile trip is being enjoyed by Joe Oulahan, Baltimore representative of Paramount, while he is on his vacation. He is travers-

ing several of the Central States and part of Canada on the trip.

An operation for appendicitis was performed on Samuel Markowitz, of the Stanley-Crandell Company, Washington, D.C., recently. He has recovered and is back at his old stand, supervising the poster work.

Plans are being rushed to completion for the new Carolina Theatre, to be built at Greensboro, N.C., by the National Amusement Company, T. G. Litch, president. J. H. De Sibour is the architect. The theatre will cost approximately \$500,000.

Work of excavation for the foundations for the Ritz Theatre, to be built on Washington Street, between Federal and Lanvale, Baltimore, Md., has been started. The theatre will seat about 1,800 and cost about \$100,000. It is being built by the Ritz Amusement Company. The officers are William F. Wagner, president; George Gaertner, vice-president, and Louis Gaertner, treasurer.

A new electric sign has been installed over the marquee of the Granby Theatre, Norfolk, Va.

The Blue Ridge Amusement Company is a newly incorporated organization of Martinsville, Va.,

which will operate moving picture theatres. Incorporators of the company are: T. G. Leitch, president; W. J. Lawless, secretary and Grace M. Leitch.

The reopening of the Maryland Theatre, Cumberland, Md., is to take place soon after having been renovated during the summer.

The Academy Theatre, Lynchburg, Va., will reopen soon, probably for the 1926-27 season. It is being given an overhauling now.

An operation for sinus trouble and complications, in which his left eye was removed, was performed on C. A. Goebel, president of the Goebel Theatres, Inc., Bristol, Va., at a hospital in Richmond, Va., recently, where he went for expert medical attention. His entire recovery is expected now. Frank Goebel, secretary-treasurer of the company, has managed the company during C. A. Goebel's absence.

The American Theatre, Roanoke, Va., will be demolished in the near future, as the new American Theatre Building will be built on the site. During the time the construction is under way moving picture shows will be given at the Rialto by Elmore Heins, proprietor of the American.



## Southwest



GRIFFITH BROTHERS have begun work on a theatre in Pampa, Texas. This makes the third town in the Texas Panhandle this amusement enterprise has entered as they already have a theatre in operation in Panhandle and Borger, Texas. The new theatre will be similar to their other oil town theatres, seating 800. It will be called the Rex.

Albert Jackson, one of the pioneer theatre men in Oklahoma, who sold his theatre in Pawhuska, "The Jackson," to A. B. Momand early in the year, has again entered the theatre business in Pawhuska, temporarily at least. Jackson was recently appointed receiver of the Constantine Theatre by the Bankruptcy Court, with the understanding that if the theatre becomes solvent, it will again revert to Mr. Constantine.

Claude Fulgham, one of the best known film salesmen in this territory, has just been made city manager of the Griffith Brothers theatres in Okmulgee. These are the Orpheum and Hippodrome

Theatres. Fulgham has been selling for Oklahoma Specialty since he left Metro-Goldwyn.

R. F. Wilson, ventilating engineer for the Nu-Air Corp., is spending some time in Oklahoma inspecting all the Cooling Systems installed by Nu-Air this season.

R. F. Wilbern announced this week that his new Ritz Theatre at Duncan will open September 8th. The Ritz makes the third theatre for Mr. Wilbern in Duncan, as he already has the Liberty and the Palace.

A. B. Momand opened his new theatre at Wewoka on August 24th. The Key Theatre, as it is called for Colonel Key—a figure well-known to Oklahomans—seats 800.

Gus Solomon, assistant general sales manager for Red Seal Short Subjects, was here from New York recently and spent a week with the Enterprise Exchange which is handling this product in Oklahoma.

C. E. Lindsey has come up from the Dallas office of Famous-Players-Lasky, to become booker of the local F-P-L exchange here.

D. K. Reed, who formerly held down this job, has joined the sales force of this company. Mrs. Mary Bullock is also a new member of this office, taking the place of secretary to Manager Roy Heffner.

Bob Clark is back booking for Fox again—Cullamore having gone back to Dallas. George Blethans, formerly with Warner Brothers, and Stanley Koch, who was with United Artists at Kansas City, are two new salesmen for Fox.

### Detroit

AL MERTZ is now connected with F.B.O. as salesman. He will cover the west side of the city, as Ed Murphy is covering the east side. This now makes two salesmen in the city, for F. B. O. Mr. Mertz was formerly manager for Universal in Cleveland.

John C. Flinn, Vice President and General Manager for P.D.C., has spent a couple of days with the local branch.

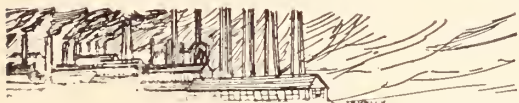
Rose Turner, head inspectress

for P.D.C., has just returned from her two weeks' vacation. Rose has been in Grand Rapids as her mother lives there.

Phil Gleichman, former proprietor of the Broadway Strand Theatre, has paid Detroit a visit with his new bride. Mr. Gleichman, who now resides in Cleveland, is just finishing a 2000-mile honeymoon trip. The new Mrs. Gleichman is the youngest sister of Mr. Gleichman's deceased wife.

Regent Theatre at Jackson is to play Keith vaudeville. This house is operated by the W. S. Butterfield Enterprise and Walter Nelson will be the manager.

Judges have already commenced their work in assorting and grading the answers in the Greater Movie Season Contest. The Judges who will choose the winners are: George W. Trendle of the Kunsky Theatrical Enterprise, H. M. Richey, manager of the Motion Picture Theatres owners of Michigan, and Mrs. Frank M. Bather of Detroit's Federation of Women's Club.



## Central Penn



THE Pastime picture theatre, Mechanicsburg, recently damaged by an explosion of gas in the cellar which resulted in one man's death and injuries to two other persons, has been repaired by Manager Walter Yost and has resumed giving shows.

A change of policy has been adopted for the Grand Theatre, Williamsport, the lease of which recently passed from the hands of

the Frank H. Keyte estate to the Williamsport Hippodrome Company, of which Norman R. Hill is president. It will be open hereafter all the year around, with a change of pictures daily. The Keeney Theatre, which has been acquired by the same interests, will offer two or three different attractions each week, which is the plan now in force in the Hippodrome also.

The York Opera House, York, devoted to pictures and Keith-Albee vaudeville, opened for the season on August 30. The house is controlled by the Appell Amusement Enterprises.

C. Floyd Hopkins, head of the Wilmer & Vincent Theatrical Enterprises in Harrisburg and Reading, took a leading part as "Chief Kidder" at the quarterly meeting of "The Knockers' Club." Another

conspicuous figure at the stag affair was Russell A. Bovim, managing director of a rival picture house, Loew's Regent.

Mrs. C. Floyd Hopkins, of Harrisburg, wife of the head of the Wilmer & Vincent theatres in Harrisburg and Reading, was hostess to twelve ladies at a luncheon in the Oaklyn Tea House, on August 26, in honor of Mrs. Seymour Schwartz, of Fort Sheridan, Ill.





# New York and New Jersey



FIRST of five new theatres to be added to the Bijou Circuit under the control of Messrs. Steiner and Blinderman, the Mecca at Avenue A and 14th Street, opened its doors last Friday evening to an enthusiastic audience.

Under the direction of David J. Lustig, the new managing-director, everything connected with the premiere program went along without a hitch—a testimonial to Lustig's ability and experience in this field.

Following the dedication address, personal appearances were made by W. C. Fields, Esther Ralston, Stella Doyle and Kenneth Webb. Chas. Judels of the Shubert forces, who was active in ceremonial matters, introduced John R. McCrory, who is credited with the new and interesting Life cartoons. Mr. McCrory, in explanation of the process used, sketched several of the characters for the audience.

The Mecca is a 2000-seat house of the stadium type and one of the outstanding features is its simplicity of design. A policy of first class

feature pictures with presentations will be followed.

Besides the four other houses on the East Side almost ready to be opened by the Bijou Circuit, that concern also own and operate eight first class theatres in the Harlem section of New York City. The officers of the company are: Samuel Krohenburg, president, Harry Blinderman, vice-president, and Charles Steiner, treasurer.

In addition to the opening of the Bijou Circuit's Mecca, several other theatres are slated for their premiere during the early part of September. The Bronxville, a new house belonging to the Chrystmos-Eldridge circuit, will open on Thursday evening of this week and the Bijou Circuit's Palestine is scheduled for September 2. At Secaucus, N.J., the Community Hall started business on August 30 and over in Brooklyn, A. M. Schwartz's Avenue U Theatre is expected to be ready about September 10. Sol Brill will also open up his Great Kills Theatre on Staten Island. This house is

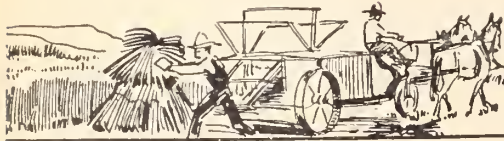
scheduled for September 3. These are only a few of them—all in all, it looks like a merry month for the boys.

Far away from the white lights is one of Broadway's familiar figures—Joe Hornstein, high-powered purveyor of projection apparatus. He has taken to the Maine woods and when last heard from was still there. However, he's expected back some time during the week.

Although the following item of news is somewhat belated, it may interest some readers to know that the Bureau of Standards and Appeals has granted the Washington Improvement Corporation permission to erect a motion picture theatre at Kings Highway and East Eighteenth Street, Brooklyn, despite the strenuous opposition on the part of residents in that section. An appeal reopened the case and the protesting delegation was conspicuous by its absence. Certain conditions were imposed to make the fifty feet in question less objectionable to the attorney who appeared in behalf of the residents.

Leonia, N.J., long famous for its street car pictures of children with little red wheelbarrows and contented mothers planting red geraniums, is at last to have its motion picture theatre, according to a recent announcement in the Hoboken Observer. For several years Leonia has hoped—and at last a large theatre site on the west side of Broad Avenue has been sold to Barnet Nelson, president of the Melrose Realty Corporation. Plans call for a stadium type house with a seating capacity of approximately 1,100. Building operations will start about the middle of September.

Another building project is that of Harry Suchman's, down at Southampton, L.I. Mr. Suchman, who controls six houses in New York City, is the son of Israel Suchman, a pioneer exhibitor, and active in local exhibitor politics, will erect at that point a theatre building which will contain a 2,500-seat auditorium, dance hall and stores and offices. This is Mr. Suchman's first invasion of Long Island.



## Des Moines



THE picnic and first annual golf tournament promoted by the Des Moines Film Board of Trade the second week of August was one of the most successful get-togethers that Iowa exhibitors and exchange men have ever seen. A great deal of credit is due the committee in charge not only because of the success in getting out numbers and in the spirit of the whole affair, but also because the whole thing was promoted and put across in two weeks' time.

James Winn, of Educational, and Harry Frankel, of the Blank interests, had charge of the golf tournament in which forty-five players qualified in the first round. Five flights were arranged for match play with Bob Mitchell, of Paramount, at Omaha, as winner in the first, beating Jess Collins, of Perry. In the second, R. Kissinger, of Omaha, won from P. W. Robbins, of Paramount, Des Moines. Rube Wagle, of P.D.C., Des Moines, won in the third from James Winn. The fourth flight

made George Naylor, of First National, winner with Carl Reese, Metro-Goldwyn-Mayer. In the fifth flight, O. H. Garland, of Pathe, won over Jimmie Rogers, of Enterprise, Omaha. In the consolation flight, Leo Moore, exhibitor at Centerville, won over Joe Staak, of Carroll. Leo Moore also won the ten-dollar cash prize for the low medal score. Prizes in all flights were very handsome. In the different flights the contestants were so well matched that extra holes were played in several instances.

Fire caused considerable damage to the theatre at Hedrick, the Gem, owned by W. J. Jinks. The fire broke out in the booth from burning film. The damage caused is to the interior of the theatre, which was badly smoked, and to the booth. The Gem is closed while the adjustment of the insurance is being made.

Arriving in Des Moines to be present at the opening of the Publix Shows at the Capitol Theatre, were Harry Hollinder, of Chicago;

Frank Cambria, of New York, and Nate Finster, of New York. Mr. Blank scheduled the Publix Shows at the Capitol, beginning with August.

A fire in the booth of the Palace Theatre, Des Moines, one of the A. H. Blank chain of houses, caused the loss of the entire film and some damage to the booth.

Mr. and Mrs. A. G. Stolte have just returned from Wisconsin, where they found plenty of good fishing. Mr. Stolte is booking manager for the Blank interests in Des Moines.

W. E. Banford, with his wife and daughter, have been in Canada for two weeks. Mr. Banford is manager for Metro-Goldwyn-Mayer.

M. Gottlieb, who for nearly two years has been manager of the Des Moines branch of Universal, has been transferred to the St. Louis office. George C. Naylor, who was head salesman for Universal, covering the key towns, will

take the managership of the office. John E. Daily, of Charleston, West Virginia, will cover the territory previously in charge of Mr. Naylor.

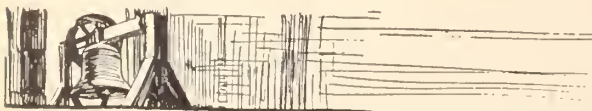
Alexander Frank sold his house at Oelwein, the Grand Theatre, to the Eastern Iowa Theatres Corporation. This consolidation already owns the Gem Theatre at Oelwein.

C. T. Charrack, from the St. Louis office of Universal, has been in Des Moines for special exploitation service.

Visitors in Movie Row were Bill Eddy, of Indianola; Jake Collins, of Ottumwa; Joe Gerbracht, of Ames; F. F. Livermore, of the Lyric Theatre at Garner.

Lew Allman, salesman for First National, is sporting a new Chevrolet coupe.

Miller and Rinold have opened a very pretty new theatre at Riverside. The theatre is equipped with the latest in motion picture machines.



## Philadelphia



WITH the acquisition of the Park Theatre, Palmerton, Pa., and the Spielmont Theatre, Marcus Hook, Pa., the East Coast Theatre Company has increased its holdings in this territory to eleven theatres. Lester Wuerle, who has been acting as booker in the De Luxe Exchange, controlled by Oscar Neufeld and Sam Stiefel, owners of the East Coast Theatre Company, has been appointed manager of the Spielmont Theatre at

Marcus Hook. Charles Pettycooper will manage the Park Theatre at Palmerton.

Sales representatives of the Pittsburgh and Philadelphia offices of Producers' Distributing company recently held an all-day session at the Sylvania Hotel, Philadelphia, at which each salesman gave a verbal report of the conditions in his territory and a general sales campaign for the coming season was outlined. G. M. Dillon, district

manager, presided over the meeting with Frank Drumm acting as his assistant.

Joe Leon has recently joined the sales force of Associated Exhibitors and will cover the upstate territory.

Clayton D. Buss, proprietor of the Wilbur Theatre, Easton, Pa., has returned from an extended stay in St. Petersburg, Fla., where he also conducts a theatre and has extensive real estate holdings.

William Freihofer has purchased a lot at 69th Street and Ashby Road, Upper Darby, a suburb of Philadelphia, and work has already been started on the erection of a 3,200-seat motion picture theatre.

Charles Klang, who has been special representative for Timely Films and Aesop's Fables in this section, with headquarters in Philadelphia, will transfer his headquarters to the New York office.





## Kansas City



AMONG the out-of-town exhibitors in the Kansas City market this week were H. W. Hardman and son, Royal Theatre, Frankfort, Kans.; Frank Weary, Farris Theatre, Richmond, Mo.; Hugh Gardner, Orpheum and Photosho, Neosho, Mo.; W. J. Beoree, Hume, Mo.; Ed Peskay, Penn Theatre, St. Joseph, Mo.; Walter Wallace, Orpheum, Leavenworth, Kans.

With "movie careers" in sight, the "Myers triplets" of Slater, Mo., came to Kansas City Sunday for screen tests. Two of them, A. B. and A. S., are employees at the Kansas City Fox exchange, while the third, A. L., is an exhibitor in Slater.

A farewell dinner was given M. A. Levy, former Fox branch manager in Kansas City, who was transferred to Omaha, where he will be branch manager.

While Jack Quinlan, manager of the Mainstreet Theatre, Kansas City, away on a vacation, attempting to lure the fish ashore, Lawrence Lehman, manager of the Orpheum, is managing both theatres.

Ira Cohen, Fox district manager, and Max Miller, personal representative of Jimmie Granger, were Kansas City visitors.

Among the vacationists this week are E. P. Berhorst and Miss H. Armstrong, First National; C. G. Oliver, F. B. O., and Miss Veronica Cunningham and Miss H. Sinclair of Metro-Goldwyn.

Russell Borg, assistant Educational exchange manager, purchased a brand new "bus" in which to depart on his vacation.

James Lambert, Metro-Goldwyn representative, who underwent an operation for the removal of his left eye recently, was able to be on the row this week.

C. D. Hill and C. A. Schultz, P. D. C. district and branch manager, respectively, returned from business trips to Topeka, Kans., and St. Joseph, Mo.

Miss Betty Houts, P. D. C. cashier, and Miss H. Rubin of Educational left on long anticipated vacations this week.

Ned Depinet, district manager for First National, was a visitor.

Joe Rosenberg, Universal salesman, took a two weeks' vacation and obtained more contracts than he ever has under "regular" working conditions.

Charles Knickerbocker, P. D. C. representative, returned from northwestern Kansas, where he says business is good.

Kansas City is to have another suburban theatre—the Sunset—which will be at Prospect Avenue and Swope Parkway. The house,

which will seat about 875, will be constructed by J. P. Zimmerman and operated by Superior Theatres, of which W. T. Wood of Kansas City is secretary. The house will be 60 by 134 feet and will have all modern improvements. L. H. Dodd and George H. Chandler, Kansas City, are the architects.

W. E. Truog, Universal district manager, returned from a sales conference at the home office in New York.

W. R. Pittenger, Pathe booker in Oklahoma City, was a Kansas City visitor, renewing old acquaintances.

The Lyrie Theatre, Boonsville, Mo., a Universal leased house, is undergoing improvements which will cost \$50,000. The entire floor elevation is being changed and steel girders put in. New seats, a new organ and new carpets also will be included.



## Milwaukee



THE convention of M.P.T.O. of Wisconsin brought many out-of-town exhibitors to the Milwaukee film exchanges. Among the visitors were Jack Hickey, manager of the Grand and Rex theatres at New London; Al Robarge, of the Cosmo Theatre, at Merrill; Dan Kelliher of the Princess, Elkhorn; Monty Smith and W. L. Ainsworth of the Fond du Lac Theatre Company, Fond du Lac; Jack Yeo of the Odeon, Beaver Dam; J. P. Adler of the Adler and Trio theatres, at Marshfield, and the Majestic and Lyrie, at Stevens Point; Neil Thompson of the Crystal, at Fort Atkinson; Ed Michaelson of the Opera House, Evansville; Charles Bauman of the Star

at Oshkosh; E. C. Aecola of the Bonham Theatre, Prairie du Sac; P. Waterbury of the Idle Hour, Jefferson; F. E. Wolcott of the Majestic, at Racine; Joe Winniger of the Palace, at Waupaca; Charles Guelson of the Badger, Stoughton.

J. Plowright, formerly traveling out of Milwaukee for Producers, has left that company and is now in the East.

John DeLorenzo, who was seriously ill a few weeks ago, is now associated with Celebrated, traveling in southwestern Wisconsin.

Roy Langford, of Wisconsin Theatre Supply Company, has just returned from a short trip to Wausau.

Otto Meister, manager of the

Whitehouse, Milwaukee, gave another of his justly famous picnics on August 27th, on the upper Milwaukee River. The Luce Brothers team, at present headliners at the Miller Theatre, were guests of honor. Other guests were Ray Nolan, manager of Pathe exchange, M. Ashman of Associated Exhibitors, Walter A. Baier of the Baier Exchange, J. G. Frackman, manager of Progress Pictures, and Bob Trester of Trester Electric Co.

Donald Bohl is the newly appointed assistant manager of presentation at the Alhambra Theatre.

Though every effort was made to maintain strictest secrecy before the event, news has been spread

that Heinz Roemheld, musical director of the Alhambra Theatre, and Miss Florence Defnet, alternate winner of Milwaukee Bathing Beauty contest, were married on August 29th.

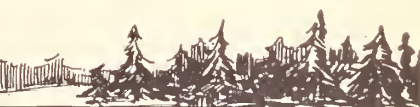
G. C. Granger, special home office representative of Fox Film Corporation, is visiting the Milwaukee offices for a few days.

Carl Cohn, manager of the Waupaca Theatre, Waupaca, was taken very seriously ill recently and is now convalescing after an appendicitis operation.

C. C. Wallace, manager of Chicago branch, United Artists, was in Milwaukee to attend the convention.



## South East



CLAUDE F. LEE, city manager of the Universal theatres, at Fort Myers, Fla., spent several days in Charlotte, leaving for Hickory where he will spend the balance of his vacation. We understand Mr. Lee has made a very successful showing with these theatres.

C. J. P. Edwards, manager of the Waynwood Theatre, Waynesville, N.C., was a Charlotte visitor the past week arranging his bookings and attending the automobile races.

Ed Curdts, of the Bijou Theatre, Greenville, S.C., was in Charlotte to attend the Automobile Races.

Dr. Harper, of the Whiteway, Selma, N.C., will reopen his house on September 1st, same having been remodeled and put in first class shape.

The entire Universal staff was entertained by Manager Dardine the past week at a watermelon party. Everyone enjoyed themselves immensely and claimed that the watermelons were the best they had ever eaten because they were raised by Mr. Dardine.

Nat Royster, former manager of

the Broadway Theatre, Charlotte, N.C., and now manager of three theatres in Winston-Salem, signed a contract yesterday with the Paramount Record Corporation for the exclusive use of three of his songs which he has written, "Mamie Lee from Tennessee," a jazz ballad; "Just Powder Your Nose," a fox trot, and "Will My Dreams Come True?" a melody.

"Mighty" Walter, salesman for Producers Distributing Corporation, is being congratulated on his marriage to Miss Ila Mae Smith. The entire film fraternity extended to him their best wishes.

Ben Baplon, manager of the Jake Wells theatres at Hendersonville, is making the rounds of Film Row this week.

The automobile races were largely attended by exhibitors from North and South Carolina and Film Row practically declared a holiday for this event.

Claude Ezell, district manager of Warner Brothers, for the Southeast, is a Charlotte visitor, arranging policy for the Warner Broad-

way Theatre, for the coming season.

It is reported that the deal between F. A. Abbott and Warner Brothers for this theatre has been called off.

L. S. Drumm, booker for Universal Film Exchanges, is being extended the sympathy of the film colony and others on the death of his father, who died at Newton, N.C., the past week.

The Blue Ridge Amusement Company, of Mt. Airy, N.C., we understand, has gone into the hands of a receiver. Mr. W. H. Marion, one of the stock holders, had a receiver appointed the past week.

Arthur C. Bromberg, president of Progress Pictures, paid a short visit to the local office the past week.

B. F. Southern, of the Ideal Theatre, Winston-Salem, N.C., was in Charlotte the past week.

M. F. Schnibben, owner of the Opera House, Florence, S.C., was along Film Row the past week.

W. E. Garrett, and associates, of Greensboro, N.C., will make alterations in the building at 331 S. Elm Street. These alterations will cost

between \$25,000 and \$30,000, and it is their intentions to take this building and change it into a modern theatre for exhibition of moving pictures and vaudeville programs. The theatre will occupy the lower floor and the second floor will be removed to permit the erection of a balcony. The basement will be extensively altered and will contain a rest room for men, and women and a nursery for children whose parents are attending the show.

Modern projection machines and ventilating devices of the most approved design will be purchased and will be received in ample time for the opening, October 15th. Mr. Garrett states a well-known theatre manager, and one who is known in Greensboro, has been secured and his name will be announced later.

Rufus Davis, of the local Liberty office, spent the week-end in Atlanta, Ga.

R. B. Wilby, president of the Piedmont Theatres, Inc., spent Tuesday with his general manager, Mr. H. F. Kineey, at the local office in Greensboro, N.C.





## Cleveland



LOEW'S Metropolitan theatre will open on Labor Day. Once upon a time the Metropolitan was Cleveland's motion picture theatre de luxe. As the trend wended its way eastward, the Metropolitan was left in the embarrassing position of being neither a downtown nor a neighborhood house. It has been closed for several seasons, except for occasional showings. It is now being completely renovated and redecorated. George Dumond, who formerly was general manager of theatres operated by Warner Brothers, will manage the Metropolitan and is now overseeing its changes. The house policy has not yet been definitely determined, but in all probability a combination picture and vaudeville program will be offered.

Leo Devaney, local Universal exchange manager, attended a central Universal convention in Pitts-

burgh last week, which was attended by managers of the entire eastern division. Lou Metzger, general sales manager, and Earl Kramer, sales director, presided. The business before the gathering was a general discussion of distribution policies for Universal specials for the new year.

The vacation epidemic is all over at the local Universal exchange. For the time since June 1st, the entire force is again regularly assembled. Leo Devaney, manager, is the only one who hasn't had his vacation. He says he'll get one some time in September, if he's lucky.

The Cleveland Fox exchange moved into its own newly completed building last Saturday. The new structure has 6000 square feet of space, and is equipped with every known fire preventive.

James R. Grainger, Fox gen-

eral sales manager, stopped off in Cleveland last Tuesday, coming from Detroit and bound for Buffalo.

Charles C. Deardorf, for years and years in charge of publicity for the Cleveland Metro-Goldwyn office, has changed his address. Dating from last Monday, Deardorf is with the Cleveland Fox exchange and will handle publicity on all Fox pictures in the northern Ohio territory. For the time being, at least, there will be no Metro-Goldwyn exploitation man in this territory.

Howard Christman, for several years secretary of the Film Board of Trade of Cleveland, has accepted a position as office manager of the Producers Distributing Corporation's exchange in Indianapolis.

Robert Cotton, central division manager for P.D.C., has been making a tour of the exchanges in his

territory, and J. E. Beck, manager of the Cleveland branch, has been making personal calls on the exhibitors in the territory.

George W. Erdmann, who recently resigned as local P.D.C. exchange manager because of poor health, is touring through the Adirondacks.

Edwin Oehler has been added to the Indianapolis P.D.C. sales force. He was formerly with Warner Brothers.

William, Ezra and Harry Skirboll, in conjunction with Max Young, have purchased the Grand Theatre, Massillon, from John Schwarm, and takes possession of the house September 1st. The Grand is a first-run house, with 400 seats, and is one of two first-run theatres in Massillon. The Skirbolls also own the Opera House in New Philadelphia.



## Chicago



LOU KRAMER, of Balaban & Katz's publicity staff, is scheduled to leave September 4th for Detroit, where he will handle the publicity and exploitation for the theatres in which Balaban & Katz are interested in that city.

S. E. Rose, of the Robert Morton Organ Company, attended the opening of H. S. Coppins' two-thousand seat Irving Theatre at Brightmoore, Mich., this week. One of the features of the new houses is the fine Robert Morton Organ.

Ben Beadell is now buying and booking for the Ezra Rhodes' houses in South Bend and Elkhart,

Ind. Mr. Beadell has opened offices at 732 S. Wabash Avenue.

Howard Brolawski, formerly country sales manager for Metro-Goldwyn's Chicago exchange, is now covering northern Illinois for Producers Distributing Corporation.

Jack Curry, of the Famous Players-Lasky Corporation, has been transferred from Des Moines to Chicago to fill the vacancy made by the resignation of Andy Jacknaic, as ad sales manager.

George Miller, manager of the Lido Theatre, has left for Lake

Chautauqua, N.Y., where he will spend two weeks' vacation at his father's country home. Mr. Miller is accompanied by his wife.

Ben Edelman is now booking for the Hamilton Theatre, where J. W. Schwartz, the owner, is now operating. It was formerly operated by National Theatres Corporation.

Paul Sittner, of the Criterion Theatre, has left for a vacation which he will spend at Browns Lake, Wis.

Martin Steck, popular Milwaukee motion picture theatre owner, was here on business this week.

General Sales Manager Herman Robbins and Assistant Sales Manager Pat Garyn of National Screen Service were here this week for a conference with Chicago Manager H. C. Young.

Eddie Zorn, Paramount salesman, has taken over Eddie Opperman's motion picture house at Pontiac.

R. W. Thayer, manager of Paramount's outdoor advertising department, is making his headquarters in Chicago for the present, and, it is reported, has negotiations under way for a big local campaign.



## Salt Lake City



MRS. LAWRENCE J. MCGINLEY, wife of the branch manager here for Famous Players-Lasky, left this week with their daughter, Evelyn, for a two months' stay in New York and Connecticut.

Sam Burger, special representative for Metro-Goldwyn-Mayer, just left this city for Denver.

Jack Byrnes, J. Tillman, Joe Wolf and Jos. F. Samuels, all special sales representatives for Metro-Goldwyn-Mayer, are still working in this territory. They have been

joined this week by J. G. Beckman, special sales representative who has formerly been working in the Seattle territory.

J. A. Epperson, manager here for Pathe, left recently for the Yellowstone branch in Idaho.

Wm. Rossiter, manager of the Cozy Theatre of this city, is leaving within a few days to tour Yellowstone National Park. The Cozy will be left in charge of Allen Kaighn.

I. R. Miller and small son are

in this city attending to the fall bookings for the Cameo Theatre at American Fork, which Mr. Miller operates.

C. Ward and L. F. Brown of the Isis and Oak theatres at Preston, Idaho, are visiting the local Film Mart this week.

Clyde H. Messinger, branch manager of the Educational exchange in this city, is still in the Idaho territory, where he has been spending several weeks. He is ex-

pected to return the latter part of this week.

A new salesman has been added to the Fox sales force in the person of Frederick Young, who was formerly with the Capitol Theatre at Logan, Utah. He is now working the Utah territory out of this exchange.

George Mayne, owner of the local Preferred Pictures exchange here, is leaving immediately for a month's trip into the territory.



## Florida



WORK has started on the new theatre at Lakeland, located at the corner of Florida Avenue and Lemon Street. Beside the theatre the building will house a hotel and stores. The theatre will seat 2,000 and of course will be of the most modern construction, and will

be provided with a stage so that the Keith vaudeville may be used in connection with the picture programs.

The Consolidated Amusement Company of Tampa have taken over the Seminole Theatre, located in the residential district on Flori-

da Avenue. This is a beautiful little house, a feature of which is an immense parking space which is furnished free to their patrons.

The S-B-T Properties, Inc., who operate a string of houses in Tampa, Lakeland and St. Petersburg, have purchased the Fort

Myers house, known as the Palace, from Ernest Mitchell, who owned the house but has not operated it for some time. The new owners are remodeling it and will have it in operation by the first of the month.





# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



## De Luxe Policy Pays In Mountain Airdome

*Ye Jester Theatre at Arrowhead Lake Thrives Under Management of Dr. Ralph L. Power*

HIGH up in the mountains of Arrowhead Lake, Calif., surrounded by pine trees and fanned by breezes from the bosom of the lake, stands one of the smallest and most unusual theatres devoted to the presentation of First National pictures. This is Ye Jester Theatre which is being handled by the Arrowhead Lake Company under the personal supervision of Dr. Ralph L. Power.

Dr. Power, formerly professor of business administration at University of Southern California, became a KFI announcer and finally went to the resort company as manager.

A brief resume of how Dr. Power put pep and life into Ye Jester, which is designed much after the fashion of old English playhouses, will be interesting and instructive.

Ye Jester was built for lease but reverted to the company when it failed to succeed. Prices were immediately dropped from 75c, 50c and 35c to 25c, 35c and 50c. The loges went down from 75c to 50c and were at once popular. So, as comfort was evidently the need of the open air theatre, more loges were added and good cushioned seats provided for them. The dreary lobby



Dr. Ralph L. Power

was fixed up with a little fish pond at one corner of the entrance, pine and cedar boughs drape the walls and colored lights give a charming general effect. Three-sheets are used for feature pictures and are run up and down the Rim of the World drive on a Ford car for a ballyhoo. Twelve one sheets are framed and placed at various public camps and stores within a ten mile radius. Slides and trailers are also employed to advantage.

On theatre boards 11 x 14's and publicity stills are used. Special nights are a feature—Country store, presents to the ladies and the kiddies on certain nights are a big drawing card. Combination tickets at certain times admit to the picture and dance afterward.

The theatre is open three months in the year.

"So far as I know," observes the genial manager, "it is the only theatre in the West of an open air sort, which offers a complete change of program seven days a week. We run a feature of five to nine reels and short reels as well."

The theatre, as stated, is along the style of the Norman English architecture prevailing in the Lake Arrowhead woods. A bath-

(Continued on next page)

### Equipment

### New Buildings

—By P. M. ABBOTT—

THE present era of theatre building is remarkable in more than one way. Its magnitude has never before been equalled either in number or size of project, or the advanced engineering and beauty they incorporate. Theatres today represent the most elaborate and monumental group of architecture in this country.

Houses built today are radically different from theatres of ten, or in most cases, five years ago. These new theatres are thoroughly modernized. Just as an instance of the change of design—theatres, at least the palatial ones, have lobbies that come very nearly being awe-inspiring; of great magnitude and height to invite patrons to balcony levels. Cooling and lighting systems—these and other improved apparatus have made the modernized theatre. But while these modern theatres have exerted their influence for the betterment of the industry, they have forced a serious problem on many exhibitors.

Exhibitors who are operating theatres built during the old regime are feeling the competition of these newer houses. The rapid change in style of theatres has caused excessive depreciation of theatres built prior to 1920.

This appears to be the explanation, at least in most cases, of the over-seating problem. Better theatres are built in a neighborhood which had been served by the same theatre for several years. All things being equal, the new theatre secures the larger share of the patronage of that district.

Perhaps two theatres of the type and size of the new house would be supported by that neighborhood. But patrons, sensing the difference in the old and the new, lose interest in the original theatre. Hence the squeeze of apparent over-seating.

Facing the problem squarely, over-seating often resolves into preference for a better theatre. And no cut-and-dried solution can be devised as long as theatres will continue to be built to appeal more and more to the movie public.



In the mountains of Arrowhead Lake stands Ye Jester, one of the smallest and most unusual theatres devoted to the presentation of First National pictures.



# Managers' Convention Held in Canada

## Famous Players Corp. Theatre Men Attend Meeting in Calgary

ONE of the best theatre managers' conventions ever held in Canada was the conference of Western Canadian managers of Famous Players Canadian Corporation, at the Palliser Hotel, Calgary, Alberta, Tuesday, Wednesday and Thursday, August 10 to 12, with H. M. Thomas, Western general manager, presiding as manager. Theatres from Port Arthur, Ont., to the Pacific Coast were represented.

A few of the many important addresses included "What Constitutes a Good All-round Theatre Manager," by J. R. Muir, district manager at Vancouver; "My Impressions of the B. and K. Theatre Management in Chicago," by Ralph Ruffner, manager of Vancouver Capitol; "Service," by Walter F. Davis, Metropolitan Theatre, Winnipeg; "Keeping a Theatre Clean and Attractive," by J. V. Winning, Empress Theatre, Edmonton; "Service, Courtesy, and Community Good Will," by C. S. Ferguson, Dominion Theatre, Nanaimo, B.C.; "The Reaction of My Audience When I Raised Admission Prices," by E. P. Fields, Capitol Theatre, Moose Jaw, Sask.; "How I Changed a Second-class Theatre into a Well-liked First-class House," by Frank Robson, Royal Theatre, Fort William, Ont.; "Special Orchestras," by John Hazza, Capitol Theatre, Calgary; "New Year's Eve Programs," by L. C. Straw, Colonial Theatre, Port Arthur, Ont.; "How to Increase Business by Special Nights," by James Lynch, Capitol Theatre, Regina, Sask.; "The Value of Acts and Special Presentations in Small Theatres," by J. M. Robertson, Capitol, Victoria, B.C.

Others present included J. B. Reisman, Capitol Theatre, Brandon, Man.; Pete Egan, Capitol Theatre, Moose Jaw, Sask.; F. Miley, Daylight Theatre, Saskatoon, Sask.; W. P. Wilson, Capitol Theatre, Edmonton, Alberta; F. H. Gow, Broadway Theatre, Vancouver, B.C.; J. P. Pitner, Starland Theatre, Nelson, B.C.; Harold A. Bishop, Capitol Theatre, Calgary, and the following guests: J. B. Barron, Palace Theatre, Calgary; K. M. Leach, Strand, Calgary; Maynard Joiner, Grand, Calgary; George Findlay, Empire Theatre, Edmonton; Col. J. A. Cooper, Toronto, president Motion Picture Distributors and Exhibitors of Canada; R. S. Bell, First National manager, Winnipeg; J. Berman, Toronto, general manager, United Artists' Corporation of Canada; V. Armand, Winnipeg, chief projectionist of Famous Players' Canadian Corporation, for Western Canada, and others.

## New Haven Palace Presents Musical Revue

The orchestra at the Palace Theatre, New Haven, Conn., is this week presenting a musical revue under direction of Harry Berman. Elaborate stage settings and artistic features have been added and the feature bids fair to break box office records.

## The MANAGER'S OFFICE

EVERETT HAYS has assumed the management of the St. Louis Theatre, Grand Boulevard at Morgan Street, succeeding Clarence S. Williams, who has been named resident-manager of the Hennepin-Orpheum Theatre in Minneapolis, Minn. Hays comes from Chicago, where, for the past four years he managed the Majestic, the Riviera and Tower theatres successively. All are Orpheum houses.

SAXE Amusement Enterprises has made several changes in managers in state theatres. Harry Olson, formerly manager of the Orpheum and Neenah theatres at Neenah and Menasha, has been transferred to the Jeffries at Janesville. R. S. Barkman will manage the Orpheum and Eaton M. Sizer is taking over the Neenah. James Zanias, who formerly managed the Jeffries and Apollo theatres in Janesville, will now devote his time exclusively to the Apollo.

ROLAND W. WATERSON is leaving his position as manager of Saxe's Wisconsin Theatre, Milwaukee. James Long, now assistant manager of the Tower, succeeds him. Mr. Waterson will be relief organist at the Tower for the present. Paul Hayden has been selected as assistant manager of the Tower.

## Blumberg General Manager of "U" Milwaukee Houses

Noney Blumberg, it has been announced, has been appointed general manager of the new Universal theatres in Milwaukee recently purchased by Universal Film Corporation from Grauman-Silliman.

The houses now in the new Universal group are the State, Downer, Jackson, Murray, Riviera, Astor, Kosciuszko, Lake, Juneau, Fern, and the new Venetian, which is under construction at 37th and Center streets. Change in management will be effective September 6th.

This chain of theatres will form the nucleus of a state-wide group being acquired by Universal.

## Director of Gaumont Palace Praises Eastman Theatre

Paul Fosse, musical director of the Gaumont Palace, the largest moving picture theatre in Paris, was an enthusiastic visitor to the Eastman Theatre, Rochester, last week. After an inspection of the theatre built by George Eastman "for the enrichment of community life," M. Fosse declared that "there is nothing like it in the whole world." He was impressed not only by the luxurious appointment, the beauty of workmanship and decorations that represent world famous artists and designers, but he found the mechanical conveniences equally interesting, as he said there was nothing like them in the French theatres. Such devices as the signaling system by which the orchestra conductor can indicate to the operator whether the picture is running too fast or too slow for the music, aroused his unbounded interest.

## De Luxe Policy Profitable at Mountain Airdome

(Continued from preceding page)

ing beauty parade was held recently followed by an electrical parade and the three winning girls were given the titles of "The Misses Lake Arrowhead."

A bed of iris in place of an orchestra pit. The orchestra doubles in brass and plays for the dances and offers solos at the show. There is an amateur night semi-weekly. A big electric sign on a hill and ornamental lights leading to the theatre are attractive. All in all it is an example of what may be done when a thing is running down hill by application of showmanship, hard work and good judgment.

## Managerial Changes at New England K-A Theatres

Further changes in the personnel of Keith's interests in New England follow closely upon the heels of the resignation of Harry Crull, long in charge of their affairs in Providence, to go with the Butterfield Circuit in Michigan.

Mr. Lardner has been named as general manager of the Providence territory succeeding Mr. Crull. Owen Reddy, for many years with the Keith interests in Providence, is promoted to assistant manager. Matt Riley, who has been with the Keith people for some thirty years, has been made manager of the E. F. Albee Theatre in Providence.

Charles Harris, for many years manager of the old Boston Theatre and manager of the Keith-Albee New Boston Theatre since its opening two seasons ago, has relinquished his Boston duties to go to New York, where he becomes assistant to Arthur White, who is to have charge of the booking for the New England group of Keith-Albee houses.

## Albany Downtown Theatres Do Flourishing Business

That Albany is not near a saturation point in so far as motion picture theatres are concerned, has been clearly demonstrated during the past two weeks in connection with the opening of the new Mark-Ritz, a downtown house. Not only has the Mark-Ritz been playing to capacity crowds each day, but the neighboring Leland, an opposition house, has been filled each afternoon and evening. The Leland, according to its management, grossed approximately \$1,000 more during the week the Mark-Ritz opened, than during the same week a year ago.

## Harvey Arlington Now With Fitzpatrick-McElroy Co.

Harvey Arlington, after twelve years as manager of the Orpheum Theatre, Grand Rapids, Mich., for the Consolidated Theatres, Incorporated, leaves this organization to join forces with Fitzpatrick-McElroy Company of Chicago.

# COSTUMES FOR HIRE

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# The Maximum Emotional Effect

THE GENERAL USE of Panchromatic Negative in motion picture production means much in the way of improvement in the art.

USED WITHOUT A FILTER it helps the picture— with a filter, the color corrections are positively sensational. As one user has put it: “The use of ‘Pan’ gives the maximum emotional effect on the screen.”

EASTMAN PANCHROMATIC NEGATIVE is now the same price as ordinary negative. It keeps as well as ordinary negative and, except for the lighting in the darkroom, is developed in the same manner as ordinary negative.

Yet Eastman Panchromatic is an extraordinary product.

EASTMAN KODAK COMPANY

ROCHESTER, NEW YORK



# Two Orchestras New Crandall Feature

## Breeskin and Davis Units Alternate at Washington Theatre

THE new policy of continuous orchestra music from opening at 11 A.M. until closing at 11 P.M., recently installed at Crandall's Metropolitan Theatre, Washington, D.C., is proving a popular success.

In addition to the Metropolitan Symphony Orchestra under the conductorship of Daniel Breeskin, the Metropolitan now has an auxiliary orchestra of twelve expert syncopationists under the direction of Milton Davis, long one of Washington's leading theatre pianists, pipe organists and composers.

The newly organized orchestral unit which is a distinct group has been given the name of the Metropolitan Ramblers. This orchestra takes the pit at 11 o'clock in the morning and plays until 1:30 in the afternoon, whereupon the Metropolitan Symphony, Mr. Breeskin conducting, assumes its regular afternoon task of musically interpreting the pictured subject. At 5 o'clock the Ramblers again succeed the Metropolitan Symphony and continue until 7:30, when the Symphony again resumes.

The Metropolitan Ramblers are a far cry from the usual jazz band. While their numbers are executed in modern spirit and purely American tempos, they nevertheless interpret the picture on the screen as effectively as the Metropolitan Symphony but with a different type of selections.

## Waldron's Boston Casino Adopts New Policy

Waldron's Casino, Boston, on the Columbia burlesque circuit, has adopted a new policy in observance of the 25th year of the Boston playhouse and will add presentations of musical comedies, minstrels and revues, according to announcement of Manager Charles H. Waldron. The new policy is effective August 30.

## Restore Vaudeville at Harrisburg State

Standard vaudeville, with five Keith-Albee acts, together with a nightly motion picture feature, has been restored at the State Theatre, Harrisburg, for the Fall season. During the summer musical comedy stock productions were shown part of the time, in addition to photoplays.

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E. R. ROGERS' PROLOGUE

The presentation of the Fox Film screen version of "Sandy" at the Tivoli Theatre, Chattanooga, was aided by a novel prologue staged by Manager Rogers, who featured two local girl singers in the setting shown above

## Katz Signs Personal Pact With Eddie Peabody

Sam Katz, president of Publix Theatres Corporation, and Eddie Peabody, banjo virtuoso and orchestra leader, on Friday last signed a personal contract extending over a term of six years and involving a huge sum for the services of Peabody with Publix Theatres and particularly with the Metropolitan Theatre in Los Angeles.

Peabody, one of the greatest banjo virtuosos, was discovered by Jack Partington and started his theatre career at the Granada Theatre in San Francisco. There he achieved tremendous success and some months ago was transferred to the Metropolitan Theatre in Los Angeles, where he has since shared with Mr. Partington and Managing Director Frank Newman the responsibility for putting the house over to tremendous receipts. With a fine personality, pep and the drawing power of a Paul Ash, he has proved a real sensation in Los Angeles.

## New Type of Show Offered at Detroit Capitol

The Capitol Theatre in Detroit last week offered a new style of stage presentation for the house. The policy was inaugurated with the appearance of Isham Jones and his orchestra of 18 players, who formed the musical background for the presentation. Frances White, well-known musical revue and vaudeville entertainer, was the featured specialist in the presentation, which included numbers by Kerenoff and Maree, dancers, and the Cavaliers, vocal quartet. The screen feature was "It Must Be Love," Colleen Moore's new vehicle.

## Toronto Hippodrome Artists Appear at Capitol

With the Toronto Hippodrome closed and the Uptown Theatre, the big house to which Hippodrome shows are to be transferred, not ready for its new policy until

September 6, various artists of the Hippodrome have been appearing at other Canadian houses. Leon Leonidoff and Florence Rogge, permanent stars at the Hippodrome for the past years, appeared at the Capitol Theatre, Montreal, during the week of August 22 in a dancing specialty, "A Study of Hearts," accompanying "La Boheme."

Nelson Shea, house manager of the Hippodrome, has been officiating at the Toronto Regent, and Jack Arthur, director of presentations, has also been busy at the Regent.

## Special Cambria Act Opens New Michigan Theatre

The opening bill at the new Kunsy-Balaban and Katz Michigan Theatre in Detroit, last week, offered two stage acts produced by Frank Cambria and featuring a group of well-known performers. The screen feature was "You Never Know Women."

The stage entertainment included an operatic quartet composed of Emma Noe, Sudworth Frazier, George Kanony and Inga Wank. Another group presented at the Michigan included Jack North, comedy singer; Rita Owin, travesty dancer; John Quinlan, tenor; Marie Herron, soprano; Boyd Senter, saxophonist, and the Michigan Ballet. The orchestra, under the direction of Eduard Werner, formerly of the Detroit Capitol Orchestra, offered Tschai-kowsky's "1812" overture. Dean Fossler, formerly of the Chicago, is the organist at the Michigan.

## No Policy Change at Mark-Strand in Albany

There is no truth to the rumor that there will be a radical change in policy at the Mark Strand in Albany. Uly S. Hill admitted that there might be an occasional act or a vocalist, given along with the feature picture, but he scouted the idea of road shows or burlesque.



# Recent S. M. P. E. Activities Reviewed

## Thirty-three Technical Papers Prepared and Read by Experts; Members Derive Valuable Help From Meetings

By Willard B. Cook

(President of the Society of Motion Picture Engineers)

THE Society of Motion Picture Engineers celebrated its tenth anniversary at the spring meeting, held in Washington, D.C., May 3 to 6, 1926, and this was in many respects the most successful meeting the Society has held.

Thirty-three papers of a technical nature, or closely related to important activities of the motion picture industry, were read at the Washington meeting. These papers were prepared and read by experts who represented many of the most important organizations connected with this industry, and for the purpose of indicating the scope of the thirty-three papers read, the titles of twelve of them will be given. These twelve papers were selected, more or less, at random and placed in four classes by me, but were not so divided on the program. The first three papers selected are of a highly technical nature: "Subtractive Color Motion Pictures on Single Coated Film," by F. E. Ives, Philadelphia; "The Hyper-sensitizing of Panchromatic Motion Picture Film," by J. I. Crabtree, Research Laboratory, Eastman Kodak Company, and "Effect on Screen Illumination of Bubbles and Striations in the Bulbs of Projection Lamps," by L. C. Porter, Edison Lamp Works, Harrison, N. J. The next three papers are of a somewhat more practical nature: "Film Mutilation," by Hickman Price, Motion Picture Producers and Distributors of America, Inc.; "Some Problems of a Projectionist," by L. M. Townsend, Projection Engineer, Eastman Theatre, Rochester, N. Y., and "The Useful Life of Motion Picture Film," by F. H. Richardson, Technical Editor, "Moving Picture World."

### Interesting Developments

The third group covers interesting developments in the production of motion pictures: "First Production of Stereoscopic Pictures in Motion Picture Theatres," by J. F. Leventhal; "The New Chronotone Camera," by C. Francis Jenkins, Founder S. M. P. E., and "An Apparatus for Time Lapse Motion Picture Photography," by Howard Greene, Motion Picture Division, U. S. Department of Agriculture.

The fourth classification covers progress and history of motion pictures: "Internal Development in the Motion Picture Industry," by Carl E. Milliken, Secretary of Motion Picture Producers and Distributors of America, Inc.; "Early History and Growth of the Motion Picture Industry," by Otto Nelson, National Cash Register Company, Dayton, Ohio, and "The Organization and Procedure of the Public Theatre Managers' Training School," by John F. Barry, Director of the School.

In making up this list, I have necessarily been compelled to omit the names of some splendid papers, but from them an excellent idea can be gained of the range of subjects covered at the meetings of the Society,

### Next S. M. P. E. Meeting at Briarcliff Manor

THE attention of the industry is called to the fall meeting of the S. M. P. E., which will be held at Briarcliff Manor, N.Y., beginning Monday, October 4th, up to and including Thursday, October 7th.

A special effort is being made to have a program prepared which will prove both valuable and interesting from the angle of papers presented and also enjoyable recreations.

Briarcliff Manor is located within thirty miles from New York City, and is one of America's foremost resort hotels.

The Society holds two meetings a year, spring and fall, and the fall meeting will be held at Briarcliff Lodge, Briarcliff Manor, N.Y., October 4, 5, 6 and 7, 1926. The complete program of the fall meeting has not yet been prepared and it is also too early to give a full list of the papers to be read at this meeting, but the following papers, which are to be read at the fall meeting, will give a very fair idea of the scope of this part of the convention of the Society of Motion Picture Engineers: "Recent Developments in Phonofilm," "Stereoscopic Motion Picture Photography with a Motion Picture Camera," "Some Considerations in Spotlighting," "The Projector Carbon Arc, How to Obtain the Best Results from It," "The Printing of Motion Picture Film."

The meetings of the Society of Motion Picture Engineers are not in any sense sales conventions and their main purpose is to exchange ideas and encourage the development of matters of a technical nature. The members, for the time being, are not directly concerned with the commercial side of the industry, but their activities are of a very practical nature and directly influence the prosperity and progress of the entire motion picture industry. The Society is gratified by the encouragement and support received from some important sources, but feels that the motion picture industry, as a whole, is not as well acquainted with the activities or as appreciative of the work of the Society of Motion Picture Engineers as it should be.

### Foundation of Society

The very foundation of the Society of Motion Picture Engineers rests on its scientific members and it is the nature of these men to work quietly and alone. Such men ordinarily do their work and pursue their investigations without much outside interference or assistance. In recent years, however, there has been a growing tendency

in large manufacturing enterprises to utilize practically the abilities of scientists and technicians, and the world has thus derived almost incalculable benefits from this co-operation. In this manner science has become more humanized and there has been a tremendously increased effort to analyze human needs and requirements.

Along these lines the members of the Society of Motion Picture Engineers have come to a better realization of the object of their activities and the original scope of the Society has been greatly broadened.

Associate members are now admitted with no other requirements than those demanded by any reputable organization, viz., affiliation with the motion picture industry and interest in its advancement. Many of our most active and prominent members are in the associate class and we gladly welcome to membership anyone who can meet the simple requirements outlined.

The initiation fee for associate membership is \$20 and the dues are \$10 per year. In addition to other benefits, every member is supplied free of charge with the "Transactions" of the Society of Motion Picture Engineers, which are published four times a year and contain all the papers read at the meetings of the Society, together with the discussions of the same, frequently more important than the papers themselves.

### The Social Side

On the social side, I will quote briefly from the S.M.P.E. Bulletin to show that this part of the convention is not neglected:

"We were the guests of our nation's Executive at the White House for a brief interval and President Coolidge honored us conspicuously by being photographed in the center of our group picture. Furthermore, in response to a question from the writer, he expressed himself as particularly enjoying motion pictures. We were also accorded many courtesies by the various government departments. We were entertained by the Local Motion Picture Operators' Union and welcomed to the entertainment they tendered us by the Hon. William Green, president of the American Federation of Labor.

"At the banquet on the following night, Mr. Henry D. Hubbard of the U.S. Bureau of Standards, was the guest and principal speaker on the subject of 'Wonderlands of Tomorrow,' with an introduction by Mr. C. Francis Jenkins. A radio-microphone at the speaker's table broadcast the meeting. Several song selections were rendered by Mr. George P. Clark, followed by dancing."

The committee of arrangement is preparing a very interesting social program for the fall meeting in October at Briarcliff Lodge, and members and friends of  
(Continued on page 1029)





Four de luxe buses and twenty autos carried this group of International Projector Corporation employees to their recent outing held at Belvedere Park, Pearl River, N.Y., on Saturday, August 25

## Projector Corp.'s Outing

### International Employees Acclaim Pearl River Excursion as Huge Success

**D**OWN in the lower east side of the Isle of Manhattan, known as the old swamp district, there is a big substantial brick building in which is a manufactured equipment that means more to the motion picture industry than is generally realized. The plant of the International Projector Corporation, makers of Simplex and Power's Projectors, does not often get into the light of publicity, but fairly stirred up things on Saturday morning, August 28th. The event was the outing of the employees of the International Projector Corporation, held at Belvedere Park, Pearl River, N.Y. With four de luxe buses and about twenty autos containing over two hundred employees of the company and accompanied by its own band, the outing made its way rapidly through the city preceded by a special police escort stopping all traffic for the time being. The International employees awakened Times Square and Film Row to a realization that Hollywood and its products are not the whole motion picture industry.

#### "And a Good Time Was Had"

Arriving at Pearl River the outing got into action at once by having photographs taken and this was followed through the morning by various games until the time came to eat. Dinner proved to be one of the successes of the day, and cash and other prizes were drawn for and presented to the lucky winners. A telegram was read at the dinner from H. L. Clarke, President of the International Projector Corporation, expressing his regret that engagements in Chicago prevented his being at the outing. Prizes were also given to the winners of the games in the morning and afternoon, and the following are some of the donors: H. L. Clarke, W. H. Rabell, J. C. Hornstein, Jacob Lurie, F. H. Richardson, Hoffmann & Sons. The following is a list of the winners of the games: William McKeown, George Bangay, John Dwyer, Henry Maksaymo, L. H. Peek, J. E. Soons, S. Boeck, M. Jacobs, John Krulieh, William Wetter, William McKeown, Mike Jacobs, William McAloon, D. H. Stender, Herbert Griffin, W. C. Michel, Osear E. Becker, Joseph Bookman. Among those present were Vice-Presidents: W. C. Michael, W. E. Green and S. R. Burns,

F. H. Richardson, George Edwards, F. Nagel, E. Hartmeyer, H. Griffin, P. A. McGuire, A. H. Meyer, L. S. Frappier, T. A. Healey, and R. C. Kneuer, Chairman of the outing to whom is due much of the credit for the complete success of this event.

### Sparks Has Six Florida Houses Under Way

E. J. Sparks, head of the E. J. Sparks Enterprises in the South, has announced the construction of a 600-seat Motion Picture Theatre at 18 East Forsyth Street, Jacksonville, Fla. The new house will be one of the best equipped in Florida and the remodeling of the building and equipment will cost in the neighborhood of \$40,000. A Wurlitzer organ will be installed.

Sparks Enterprises have six other Florida theatres under construction at the present time. One in Riverside, one in Lakeland, one in St. Petersburg and another at Valdosta, Ga. The locations of the other two have not as yet been given out.

Mr. Sparks has recently left on a four months' tour of Europe, accompanied by Mrs. Sparks and P. B. Garner, of Lakeland. M. C. Talley, secretary-treasurer of the Sparks interests will be in charge of operations during the absence of Mr. Sparks.

### Theatre Project Financed at Phoenix, Ariz.

Riekards and Nace, who control a number of theatres in central Arizona, have completed the financing on the construction of a reported \$400,000 theatre building and business block at West Adams Street and Second Avenue, Phoenix, Ariz.

### Slotnick Plans New House at Utica, N. Y.

Another Motion Picture Theatre will be added to the dozen or so already doing business in Utica, N.Y., according to a recent announcement.

Samuel Slotnick, formerly engaged in

theatrical enterprises in Syracuse and other upstate cities, has purchased property on the northwest corner of Neilson and James streets, and will start construction early in the fall on the new house. A building permit has already been issued.

### Gen. Elec. Ltd. Now Power's Canadian Agent

General Electric, Limited, of Canada, with head office in Montreal, Quebec, is now Canadian distributor for the Powers projection machines, Minusa Gold Fibre Screens and Roseo lamp coloring, as well as being agent for Simplex projectors and parts and the Hertner transverter.

C. A. Dentelbeck, of Toronto, chief projection supervisor for Famous Players Canadian Corp., for years, and president of the Toronto Projection Machine Operators' Local for many terms, is in charge of the Toronto office of General Electrics, Limited. R. D. Sutherland, of Montreal, general manager, announces that branches have been opened in Quebec City, St. John, N.B., and Ottawa.

### Barrington, Ill., to Have Novel Theatre

Barrington, Ill., a fast growing community of Lake county, is to have a most attractive and novel new theatre, according to plans recently announced by W. B. Catlow, owner of the present Auditorium Theatre at that point.

It will be located on Main street, seat about 800 and be done in the style of an old English home with its half-timbered effect. The orchestra pit will be on one side of the proscenium and the organ console on the other. The estimated cost is \$95,000 and completion is looked for around the first of next year.

### Concord Theatre Leased to Paramount.

Concord, N.H., will have a new theatre which is now under construction, ready for opening this fall. The theatre is being built by the Masonic fraternities and is to be leased to Paramount. It will cost upwards of \$300,000.

### 800-Seat House for Pico, Calif.

Plans are being prepared for a \$30,000 theatre, store and office building to be built in the community of Pico, Calif., by Whittier investors. The house will have a seating capacity of 800.



## Crandall's Metropolitan Completely Altered in Record Time

C RANDALL'S Metropolitan Theatre, of Washington, D.C., operated by the Stanley-Crandall Company of Washington, of which Harry M. Crandall, founder of the theatres bearing his name in and about the national capital, is the executive vice-president, recently underwent complete alterations in the record time of thirteen days. The entrance foyer and main lobby were completely done over, the lighting effects were totally changed and new decorative schemes put in. The auditorium proper was recarpeted, rescaled, the dome was redecorated as well as ceiling and side walls, the proscenium and side stages were wholly reconstructed, the center stage was put upon an elevator, new dressing-room facilities were installed, the orchestra pit was rebuilt and a multiple color lighting system supplanted the former single-color unit.

The lobby of the Metropolitan now presents a beautiful study in Circassian walnut with gold freize and column tops set off with panels of mouse-colored satin. The three-pendant lighting fixtures which previously illuminated the lobby have been supplanted by a magnificent center chandelier of Tiffany cut crystal, which not only adds immeasurably to the beauty of the lobby but increases the illumination by a considerable candle-power. The display frames for current and coming attractions instead of projecting into the floor space of the lobby as formerly, are indented and invisibly illuminated.

The orchestra floor has been completely recarpeted with a rich heavy nap carpet on three layers of soft padding in colors of black and gold. This softer tread takes the place of the naturized rubber flooring which was used experimentally and found not to be wholly satisfactory for theatrical use. The new seats that have been installed have upholstered backs in rich velour and leather seats.

Probably the most noticeable changes to patrons of the Metropolitan are those which have been made upon the stage. The sides, which were formerly plainly curtained apertures, have been converted into decorative French-window effects with frosted glass, which permits the utilization of the multiple-color lighting system to gain added color in the staging of prologue overture numbers and other special features, where stage settings and lightings play an important part. The installation of an elevator under the center stage permits the setting and striking of acts with remarkable rapidity. In fact, the acts do not have to be struck for the reason that they sink to basement floor level and the setting need not be disturbed. This is a great time saver and equally a labor saver, as it permits one stage setting to stand throughout an engagement instead of necessitating the setting and striking of the stage twenty-two times a week. Another great improvement is that which has been brought about in the arrangement of the orchestra pit, where the Metropolitan Symphony holds

forth under the conductorship of Daniel Breeskin. The orchestra pit, while it has not been enlarged, has been so graduated in floor levels as to permit the conductor a better view of his ensemble and the members of the organization an unimpaired view of their direction. Backing the orchestra there has been installed a sounding-board with a front veneer of mahogany which not only adds to the beauty of the proscenium but also adds materially to the effectiveness of the orchestra numbers played by the Symphony.

The multiple-color lighting effect has been carried to all parts of the house, barring only the lobby and entrance foyer. This has been found to be a material aid in creating atmosphere for subjects on the screen as well as for special attractions on the stage. As a corollary to the installation of the color system in lighting an added battery of spotlights was installed in the projection booth and still another at the top of the proscenium for the illumination of the orchestra pit.

These extensive improvements, which were miraculously wrought in the Metropolitan in less than two weeks, were planned by Mr. Crandall and his executive staff and executed under the personal supervision of Joseph P. Morgan, general manager of the Stanley-Crandall theatres in and about the national capital.

### Roche Story First for Murray and Fazenda

The first production of the series of comedies to be made by Louise Fazenda and John T. Murray for Warner Bros., will be made from a story by Arthur Somers Roche. Lloyd Bacon will direct.

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# Projection

## Optics, Electricity, Practical Ideas & advice



### Inquiries and Comments

**A**FTER having listened recently to one sob story concerning excessive condenser breakage, along comes R. A. Ford, projectionist at the Pastime Theatre, Hickory, N.C., with a truly large bucket of woe.

Friend Ford smells a rat in his optic line-up, since he attributes his trouble to errors in same, and requests help, aid, and assistance in arriving at a satisfactory set-up.

He writes as follows:

"Dear Sir:

"I have been a reader of the projection department for the past three years, and I find that it is a lot of help to me. I am, therefore, taking the liberty of asking you a simple, but, to me at least, very important question, which has to do with the correct optical setting for my particular conditions.

"I have been on the job at this theatre for the past eight months and so far have had no trouble except that my condensing lenses break nearly as fast as I put them in. It seems as if I just can't help but break them, so will you please give me some advice concerning the proper set-up for my conditions.

"The equipment at this theatre consists of two Simplex Projectors with regular Type E lamphouse. Am using 6½ in. collector lens and 7½ in. converging lens, in connection with a 40 ampere are supplied with alternating current. The projection distance is 85 feet."

#### Checked Up Himself

"I have made a few check-ups on the system myself, in an effort to locate the trouble, but so far have had no success whatever.

"Of course, we all know that condensers will expand when heated and that a draft of cold air will break them, so I keep my holders loose and also am careful about keeping bad drafts away from the lenses.

"I think the entire trouble comes when I boost the are to 60 amperes. When I do that, well, the lenses do everything but climb out and dance around the floor. I believe if I could bring my are about four inches away from the collector lens my trouble would be over, but I have been unable to do this.

"I have also tried adjusting the lamphouse to bring it back but that does no good at all. Will you, therefore, please be kind enough to help me out of my trouble as my manager believes in nothing but first-class projection and I want to do all

that I can to put a show over in first-class order. That is what I always try to do.

"I would certainly appreciate hearing from you at once in regard to this matter."

Friend Ford, if you will pardon our saying so, you exhibit all of the characteristics of a projectionist. Now, let us explain what we mean by that.

According to your own statement, you have been afflicted with condenser breakage for the past eight months—ever since you took this new job at the Pastime Theatre.

Yet, here it is August (the letter was dated August 6th), and you are just now asking our advice as to its correction.

#### One At a Time

We have made it a practice to discuss but one subject, or answer one inquiry, each week, as we feel that if a thing is worth talking about at all, it deserves to have a page devoted to it. Anything less would hardly permit of a complete reply, since frequently, even one page is insufficient.

Inquiries requiring but a paragraph or two are ordinarily answered by mail direct and nothing more is said thereon.

#### Not Enough

Now, as for your trouble, since you feel (and perhaps rightly so), that an improper optic set-up is responsible for your difficulty, let us see what your set-up should be.

You say that you are using a 40 ampere A. C., which apparently is satisfactory, but when you try to step it up to 60 amperes, things begin to happen.

Merely telling us the amperage of the are you are using doesn't mean much, as that leaves us to guess at the size of the erater of your are. In order to figure out, with any degree of exactitude, the correct set-up for any given set of conditions, it is *highly important* that the size of the erater be given. The horizontal diameter is the thing usually measured, since that ordinarily represents the *smallest distance* across the erater.

The smallest are diameter is chosen in order that the image of the erater will be magnified to such an extent that every part of the aperture will be evenly lighted.

Under the present conditions the best we can do is to guess at the size of your are erater, trusting to luck that we will guess somewhere near its true size.

Without going too much into detail, we are giving what we believe to be the correct set-up for your conditions when a 40 ampere A. C. are is used.

Condensers—collector lens 6½ in. focal length; converging lens 6½ in. focal length. Distance of are from face of collector lens 3¾ in., distance of face of converging lens from aperture 21 in.

Try that on your Simplex, and if it doesn't work let us know. If you wish to use 60 amperes instead of 40, change your set-up to agree with the following: condenser set—6½ in. collector lens, 6½ in. converging lens. Distance of are from face of collector lens 4 in., distance of face of converging lens from aperture 18½ in.

#### Arc-Condenser Distance

You will note from the foregoing, Friend Ford, that a reasonable separation distance between arc and face of collector lens is given in each case. I believe you mentioned something about wishing to use a 4 in. distance in this case. Well, the 60 ampere set-up will give you such a condition.

It is desirable to keep the arc-condenser separation distance greater than 3½ in. if it is at all possible, since this figure represents the minimum distance for satisfactory condenser service.

If, on trying one, or both, of the set-ups, you find the condensers still breaking, then look elsewhere for your trouble.

Check the lamphouse ventilator to make sure that the housing is not running up its temperature. From what you write, however, we are inclined to believe that your trouble lies in a faulty optic set-up.

### Contract Let on K. C. 1st Run Theatre

The general contract for construction of Kansas City's 4,000-seat, \$4,000,000 first run theatre, has been awarded to Boez & Keil, a St. Louis firm, and excavation began Wednesday. The St. Louis firm's bid was lower than New York, Chicago and Kansas City firms' bids. The St. Louis company erected the Ambassador Theatre in St. Louis. The Midland is being constructed by Midland Theatre and Realty Company of Kansas City, allied with Loew, Inc.

#### Permit Likely at Evansville

Although there has been some protest from residents in the Washington zone of Evansville, Ill., Isadore and Oscar Fine, operators of the Columbia and Franklin Theatres, are likely to be granted their permit to erect a Motion Picture house on Washington Avenue near Kentucky Avenue.

#### May Build at Glendale, Cal.

Glendale, Cal., is likely to have another theatre in the near future. John J. Forshaw, a real estate dealer of Jamaica, N.Y., has recently requested the Glendale Realty Board to locate a site for a theatre on a 21-year lease.



# Theatre Construction

We are in a position to analyze any theatre proposition from every angle. If you contemplate building a theatre, get in touch with us before you arrange for plans and specifications; we can save you money, due to our special knowledge of theatre construction. We are prepared to analyze your proposition, prepare sketches, submit an estimated cost, prepare plans and specifications and supervise construction, so that the ultimate cost will not exceed the estimated. We will prepare you a statement showing the probable net returns on the investment and advise as to methods of finance. We can handle your proposition from inception to completion, turning the theatre over to you complete in every detail, ready to operate. Send us your proposition for analysis.

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## S. M. P. E. Activities

(Continued from page 1025)

the Society can be assured of an enjoyable time.

As stated in our constitution, the object of the Society of Motion Picture Engineers is the advancement in the theory and practice of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed therein, and the maintenance of a high professional standing among its members.

Every phase of the motion picture industry is benefited by the papers prepared and the discussions that follow their reading.

Upon the members of our society rests the responsibility that the motion picture production—created for the entertainment and instruction of the public—shall be properly prepared in the studio, developed and printed in the laboratory, distributed to the exhibitor and perfectly presented in the theatre.

Through its members, the society originates new and improved devices, processes and methods. It acts as a clearing-house for the dissemination of this information to those who will be benefited by it. It encourages and insures a better understanding between the different departments of the motion picture industry; enhancing the economy and improving the efficiency of everything connected with the production, distribution and projection of the ultimate in the motion picture industry.

## Discuss Million Dollar Urbana Theatre

Plans are being discussed at Urbana, Ill., for the erection of a new motion picture theatre which will cost in the neighborhood of one million dollars, according to report. It would be designed especially to attract patronage of the student body of the University of Illinois, numbering approximately 10,000.

## New Theatre Planned at San Jacinto, Cal.

L. A. Reynolds, president of the San Jacinto Improvement Association, San Jacinto, Cal., is planning a \$20,000 motion picture theatre to be built on a site purchased on Main Street, between San Jacinto and Sheriff avenues.

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The image displays a variety of movie posters for the film "The Road to Mandalay" starring Lon Chaney. The posters are arranged in a grid-like fashion, showing different promotional materials used in various theaters. Key elements across the posters include:

- Theater Names:** Arcade, Allen, Stanley, Loew's Palace, Loew's State, Capitol, Sun.
- Star Name:** Lon Chaney is prominently featured on all posters.
- Supporting Cast:** Lois Moran, Owen Moore, and Henry B. Walthall are mentioned on several posters.
- Plot Teasers:** Phrases like "The Road to Mandalay", "The Man of 1000 Faces", and "His Own Lawyer" are used to draw interest.
- Artistic Styles:** The posters vary in design, from simple text-based layouts to more elaborate illustrations and portraits of the actors.

Advertising for Metro-Goldwyn-Mayer's "The Road to Mandalay" at first run theatres sold the star first and backed up the name of Lon Chaney with an appeal based on the Oriental atmosphere of the play. The representative ad displays in the group above were used by the following theatres: Newman, Kansas City; Sun, Omaha; Rialto, Denver; Allen, Cleveland; Loew's Palace, Washington, D.C.; Arcade, Jacksonville; Stanley, Philadelphia; Capitol, Des Moines, and Loew's State, Memphis.



# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Rayart		4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsen-Gordon	First National	6420 feet	May 8
Highbinders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. E. Horton	Assoc. Exhib.	5786 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6957 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Roque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H. B. Warner-L. Rich.	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant, The	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight	Helen Holmes	Rayart	3514 feet	
Fighting Booby, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lilian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M	6755 feet	Jan. 23
Mlle. Modiste	Corinne Griffith	First National	6230 feet	May 15
Money Talks	Windsor-Moore	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O' Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Booby, The	George K. Arthur	M-G-M	5020 feet	
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National		Apr. 17
Hands Across the Border	Fred Thompson	F. B. O.	5367 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	319 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morganson's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7750 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4451 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman-Conklin	First National	7533 feet	May 22
Winning the Futurity	Landis-C. Horton	Chadwick	5400 feet	
Wise Guy, The	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Certain Young Man, A	Ramon Novarro	M-G-M		
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Lodge in the Wilderness	A. Stewart-E. Breese	Tiffany	7000 feet	
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovely Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Ranson's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Special Cast	First National	6562 feet	
Trip to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Roque	Prod. Dist. Corp.	6612 feet	
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31



Feature	Star	Distributed by	Length	Reviewed
Double With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Hero of the Big Snows, A	"Rin-Tin-Tin"	Warner	4745 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet	

Manhood	Special Cast.	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
Mismates	Kenyon Baxter	First National	6905 feet	Aug. 14
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast.	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 10
Senior Daredevil	Ken Maynard	First National	6402 feet	July 17
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Speeding Venus, The	Priscilla Dean	P. D. C.	5560 feet	July 24
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Bartlemess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M	6970 feet	Sept. 4
Belle of Broadway, The	Betty Compson	Columbia Pictures		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Broken Hearts of Hollywood	Special Cast.	Warner Bros.	7770 feet	
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.		
Devil's Gulch, The	Bob Custer	F. B. O.		
Devil's Island	Pauline Frederick	Chadwick	6 reels	Aug. 14
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloris Swanson	Paramount	6435 feet	
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Golden Web, The	H. Gordon-L. Rich	Lumas		
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Honeymoon Express, The	Irene Rich	Warner Bros.	6768 feet	
Her Man o' War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Into Her Kingdom	Corrine Griffith	First National	6446 feet	Aug. 21
It Must Be Love	Colleen Moore	First National		
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.		
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Mile a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast.	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Satan Town	Harry Carey	Pathe	6 reels	
Show Off, The	Ford Sterling	Paramount	6196 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lytell-Percy	Tiffany		

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	L. Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox		
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions		
Devil Horse, The	Rex (Horse)	Pathe	6 reels	April 24
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Diplomacy	Sweet-Hamilton-O. Moore	Paramount		
False Alarm, The	R. Lewis-M. Carr	Columbia		
Flames	E. O'Brien-V. Valli	Assoc. Exhib.		
Flaming Frontier, The	Special Cast.	Universal	8829 feet	April 17
Flying Horseman, The	Buck Jones	Fox	4971 feet	
Fools of Fashion	Day-Von Eltz-Busch	Tiffany		
Forlorn River	Jack Holt	Paramount		
Going the Limit	Jack Perrin	F. B. O.	4274 feet	Aug. 21
Grey Devil, The	Billy Sullivan	Rayart	5031 feet	
Heart of a Coward, The	Leo Maloney	Pathe	6 reels	
High Hand, The	Viola Dana	F. B. O.		
Kosher Kitty Kelly	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Laddie	Douglas MacLean	Paramount		
Ladies First	Belle Bennett	Fox		
Lily, The	Gordon-J. Novak-Sherman	Tiffany	6400 feet	Aug. 21
Lost at Sea	Special Cast.	M-G-Ingram	11000 feet	Feb. 27
Mare Nostrum	Bushman-Dove	Universal	7680 feet	July 3
Marriage Clause, The	Alma Rubens	Fox		
Marriage License	Ivan Mosjoukine	Universal	10 reels	
Michael Strogoff	Dorothy Gish	Paramount	6741 feet	
Nell Gwyn	"Red" Grange	F. B. O.	7713 feet	Aug. 28
One Minute to Play	M. Sills-B. Bronson	First National		
Paradise	E. Horton-L. La Plante	Universal	7808 feet	July 31
Poker Faces	Alec B. Francis	Fox		
Return of Peter Grimm	Art Acord	Universal	4510 feet	
Ridin' Rascal, The	Ralph Lewis	Lumas		
Silent Power, The	Mary Pickford	United Artists		
Sparrows	Harry Langdon	First National		
Strong Man, The	Mackaill-Mulhall	First National		
Subway Sadie	C. Landis-S. Mason	Columbia		
Sweet Rosie O'Grady	Reginald Denny	Universal		
Take It From Me	Dick Hutton	Rayart	4500 feet	
Temporary Sheriff, The	Garbo-Moreno	M-G-M		
Temptress, The	Hoot Gibson	Universal		
Texas Streak, The	Buck Jones	Fox		
Thirty Below Zero	Wm. Fairbanks	Lumas	5000 feet	
Through Thick and Thin	Thomas Meighan	Paramount		
Tin Gods				

Feature	Star	Distributed by	Length	Reviewed
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast.	M-G-M	7322 feet	Aug. 14
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Wild Horse Stampede	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Bankv	United Artists		
Wolf Hunters, The	Special Cast.	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox		
You Never Know Women	Florence Vidoe	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Campus Flirt, The	Bebe Daniels	Paramount		
College Days	Marceline Day	Tiffany		
Country Beyond, The	Olive Borden	Fox		
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The		Lumas		
First Night, The	B. Lytell-D. Devore	Tiffany		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Great Gatsby, The	Baxter-Wilson	Paramount		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Married Alive	Livingston-M. Moore	Fox		
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Monkey Talks, The	Bellamy-Lowe-J. Trevor	Fox		
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Quarterback, The	Richard Dix	Paramount		
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast.	Universal	5865 feet	Aug. 28
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Three Bad Men	Special Cast.	Fox	8710 feet	Aug. 28
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
Waning Sex, The	Norma Shearer	M-G-M		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
Yellow Back, The	Fred Humes	Universal	4766 feet	
You'd Be Surprised	Raymond Griffith	Paramount		

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
Ice Flood, The	K. Harlan-V. Dana	Universal		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
King of the Pack		Lumas		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning		Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Obey The Law	Bert Lytell	Columbia Pictures		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Rough Riders, The	Frank Hopper	Paramount		
There You Are	Nagel-Roberts	M-G-M		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		
Winning Wallop, The	Wm. Fairbanks	Lumas		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidor	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	Esther Ralston	Paramount		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal		
Red Mill, The	Marion Davies	M-G-M		
Sin Cargo		Tiffany		
Stranded in Paris	Bebe Daniels	Paramount		
Upstage	Norma Shearer	M-G-M		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Block Signal, The		Lumas		
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island		Tiffany		
Flaming Forest, The	Renee Adoree	M-G-M		
Flaming Timber		Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Man of the Forest	Jack Holt	Paramount		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Slide, Kelly, Slide		M-G-M		
Taxi Dancer, The		M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Butterflies in the Rain	Laura La Plante	Universal		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Little Journey, The	Haines-Windsor	M-G-M		
Mystery Club, The	Special Cast.	Universal		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		



## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Song of Steel		Tiffany		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The		Tiffany		
Too Many Women	Norman Kerry	Universal		

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Hank Mann	F. B. O.		
Alice Be Good	Alice Day	Pathe	2 reels	July 31
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Swell That Ends Swell	A. Vaughn-L. Kent	F. B. O.	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming		Red Seal		Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal		
Balloon Tired	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mode	Jimmie Adams	Educational		
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Colford	George Lewis	Universal	2 reels	
Big Business		Fox		
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O.		
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Bonehead Bobby		Rayart	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop Fables"	Pathe	1 reel	
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Day	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump		F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
Clown, The	"Van Bibbers"	Fox	2 reels	
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West	"Cartoon"	F. B. O.	1 reel	
Dinner Jest, The		Pathe		
Dippy Tar, A	Billy Dasley	Educational		
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	Mar. 20
Dizzy Dancers		Fox		
Dizzy Days	Bobby Ray	Rayart		
Don Key-Son of a Burro	Holmes-Davidson		2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	

Title	Star	Distributed by	Length	Reviewed
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 5
Felix the Cat in a Tale of Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in School Days	"Cartoon"	Educational	1 reel	May 27
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Bell	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fight Night	Billy Bevan	Pathe	2 reels	May 15
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistical Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	July 3
From the Caddy's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	April 17
George the Winner	Sam Saylor	Universal	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Brush, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox		
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Pathe	2 reels	
Harem Knight, A				
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Girl Friend	Mack-Marion	Universal	2 reels	July 31
His Private Life	Lupino Lane	Educational	2 reels	June 12
His Taking Ways	Al St. John	Bischoff	2 reels	
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3
Hoboken to Hollywood	Billy Bevan	Pathe	2 reels	
Hold 'er Sheriff	Cliff Bowes	Educational	1 reel	July 3
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honest Injun	Johnny Arthur	Educational	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels	
Honeymooning With Ma	Charles King	Universal	2 reels	June 5
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17
Howdy Judge	Bobby Ray	Rayart	2 reels	
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Hur Ben	Hank Mann	Sava Films	2 reels	
Hurricane, The	Alice Ardell	F. B. O.	2 reels	
Ice Cold Cocos	Billy Bevan	Pathe	2 reels	
Inventors, The	Fatty Layman	Sava Films	2 reels	
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels	
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1
Jane's Engagement Party	Wanda Wiley	Universal	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Universal	2 reels	
Jellyfish, The	Frank Pangham	Educational		
Jerry the Giant	"Animal"	Fox	2 reels	July 10
Jolly Tars	Lloyd Hamilton	Educational	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel	
Keeping His Word	Charles King	Universal	2 reels	
Killed by Kindness		Fox		
King of the Kitchen	Lige Conley	Fox		
Kiss Me, Kate	Dunham-Gallagher	Educational		
Kiss Papa	Lige Conley	Fox	2 reels	Sept. 4
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel	
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel	
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel	
Lafayette Where Are We?	Shields Arthur	Fox	2 reels	July 31
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14
Last Lap, The	George Lewis	Universal	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels	
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20



Title	Star	Distributed by	Length	Reviewed
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22
Light Wines and Bearded Ladies		Fox		
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12
Lookout Buster!	Trimble and Dog	Universal	2 reels	
Loud Speakin' Papa	Dunham-Gallagher	Educational		
Love's Hurdle	Charles King	Universal	2 reels	May 15
Love's Last Laugh		Pathe	2 reels	
Love Sundae, A	Alice Day	Pathe	2 reels	
Love Your Neighbor	Wise-McKay	Artclass	2 reels	
Love's Labor Lost	Neely Edwards	Universal	1 reel	
Lying Tamer, The	Barbara Luddy	Fox		
Madame Mystery	Bara-Finlayson	Pathe	2 reels	April 17
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8
Making Good	George Lewis	Universal	2 reels	
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10
Married Widow, The	Eddie Gordon	Sava Films	2 reels	
Marry Month of May	"O. Henry"	Fox	2 reels	
Masked Mammals		Pathe	2 reels	
Masters of Arts	"O. Henry"	Fox	2 reels	
Matrimony Blues	Lige Conley	Fox	2 reels	
McDougal Alley (Series)		F. B. O.	2 reels	
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels	
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31
Mighty Like a Moose	Charles Chase	Pathe	2 reels	July 17
Min's Away	"The Gumps"	Universal	2 reels	
Mixed Brides	Wanda Wiley	Universal	2 reels	
Mixed Doubles	Charles Puffy	Universal	1 reel	
Money Screams		Fox		
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	
Mortgaged Again	Arthur Lake	Universal	1 reel	
Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Motor Trouble	Charles King	Universal	2 reels	
Move Along	Lloyd Hamilton	Educational	2 reels	
Movie Madness	Edna Marian	Universal	2 reels	June 5
Movie Struck	Dorie Eaton	Cranfield & Clarke		
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29
Mr. Wife	Neal Burns	Educational	2 reels	
Mum's the Word	Charles Chase	Pathe	2 reels	May 15
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5
Napolean, Jr.		Fox		
Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooly	Universal	2 reels	
Newlyweds in Quarantine, The	Snookums-Clair-Dooly	Universal	2 reels	June 19
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels	
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24
Non-Skid Banana, The	Charles Bowers	F. B. O.		
North of 64	Sid Smith	Sava Films	2 reels	
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10
Not to Be Trusted	"Helen and Warren"	Fox	2 reels	
Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels	
One P. M.	Bobby Ray	Rayart		
On the Jump	Al Alt	Rayart		
On Thin Ice	"Mutt & Jeff"	Short Film Syn.	1 reel	Mar. 6
Open House	Johnny Arthur	Educational	2 reels	Sept. 4
Op'ry House Tonight	Arthur Lake	Universal	1 reel	July 31
Optimist, The	Charles Puffy	Universal	1 reel	May 22
Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
Over There	Al Joy		2 reels	
Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Papa's Mama	Arthur Lake	Universal	1 reel	
Papa's Pest	Burns-Steadman	Educational	2 reels	June 5
Pawnshop Politics	Luddy-Harris	Fox	2 reels	June 12
Pelican's Bill	"Cartoon"	F. B. O.	1 reel	
Perils of Petersburg, The	Alice Day	Pathe	2 reels	
Pests	"Aesop Fables"	Pathe	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Please Excuse Me	Charles King	Universal	2 reels	
Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Polar Baron, The	Gladys McConnell	Fox	2 reels	May 1
Prodigal Bridegroom, The		Pathe		
Psyche and the Pyskyscraper	"O. Henry"	Fox	2 reels	
Puppy Lovetime	Alice Day	Pathe	2 reels	June 5
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Radio Mad	Lyman-Dorey	Tennek Film	2 reels	
Raggedy Rose	Mabel Normand	Pathe	2 reels	
Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Rain and Shines	Al St. John	Bischoff	2 reels	
Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Relay, The	George Lewis	Universal	2 reels	
Reporter, The	"Van Bibbers"	Fox	2 reels	
Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Sailing Along	Al Alt	Rayart		
Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Say It With Love	Edna Marian	Universal	2 reels	April 17
Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Second Hand Excuse, A	Charles King	Universal	2 reels	
Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Shady Rest	"The Gumps"	Universal	2 reels	
She Beast, The	Sid Smith	Sava Films	2 reels	
She's A Prince	Alice Ardell	F. B. O.	2 reels	
She's My Cousin	Charles King	Universal	2 reels	May 15
Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Husbands Marry?		Pathe	2 reels	
Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn.	1 reel	
Sky Bound	Al St. John	Educational	2 reels	April 17
Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19

Title	Star	Distributed by	Length	Reviewed
Snookum's Outing	"Newlyweds"	Universal	2 reels	
Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Society Architect, A		Fox		
Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Solid Gold	Lige Conley	Educational	2 reels	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Some More Excuses	Charles King	Universal	2 reels	
So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Squirrel Food	Cliff Bowes	Educational	1 reel	
Stage Shy	Hank Mann	Sava Films	2 reels	
Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	
Strickly Kosher	Wise-McKay	Artclass	2 reels	
Stupid Prince, The	Bobby Ray	Rayart		
Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Thanks for the Boat Ride		Universal		
That's My Baby	Charles Puffy	Universal		
There She Goes	Wanda Wiley	Universal	2 reels	July 3
Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4
Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Too Many Babies	Darling-King	Universal	2 reels	May 8
Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4
Tow Service	"The Gumps"	Universal	2 reels	
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Twelve Smiles Out		F. B. O.		
Twin Sisters	Wanda Wiley	Universal	2 reels	
Two Dollars, Please	Neely Edwards	Universal	1 reel	
Two Lips in Holland		Fox	2 reels	April 17
Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
Unsquirtable Pickle, The	Charles Bowers	F. B. O.		
Up and Wooin'	A. Vaughn-L. Kent	F. B. O.	2 reels	Feb. 20
Up in the Air	"Aesop Fables"	Pathe	1 reel	
Uppercuts	Jack Duffy	Educational		
Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Venus of Venice	"Aesop Fables"	Pathe	1 reel	
Village Cut Up, The	Arthur Lake	Universal	1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
Wedding Daze		F. B. O.		
Westerner, The	Reata Hoyt	Fox		
What A Life	Frank Davis	Educational	1 reel	June 26
What Happened to Jane (Series of 13)	Wanda Wiley	Universal	2 reels	
What'll You Have?	Charles King	Universal	2 reels	May 22
What! No Spinach?		F. B. O.		
What's Your Hurry?	Charles King	Universal	2 reels	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Which is Which?	Charles King	Universal	2 reels	
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who Hit Me?	Al St. John	Educational	2 reels	July 31
Who's Boss?	Davis-Bowes	Educational	1 reel	June 5
Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Who's Next?	Neely Edwards	Universal	1 reel	July 24
Why George?	Sam Saylor	Universal	2 reels	
Wide Open Faces	Charles Puffy	Universal	1 reel	
Wife Shy	Bobby Vernon	Educational	2 reels	
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wiscrackers (Series)	Short-Withers	F. B. O.		
Wise Guys Prefer Brunettes				
Wise Quacker, The	Helene Chadwick	Pathe	2 reels	
Wise Or Otherwise	Eddie Gordon	Tennek Film	2 reels	
Wives and Women	Charles Puffy	Universal	1 reel	June 5
Working Winnie	Charles Puffy	Universal	1 reel	
Yankee Doodle Duke, A	Ethlyn Gibson	Artclass	2 reels	
Yearning for Love	Ralph Graves	Pathe	2 reels	
Yokel, The	Wanda Wiley	Universal	2 reels	April 3
	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Spotlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Spotlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Racing Drama)	Hi-Mark Prod.	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Spotlight)	Pathe	1 reel	
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blue Boy, The	Educational		
Broadway of Jungle Land	Cranfield & Clarke	1 reel	
Buffalo Bill (Serial)	Universal	10 episodes	
Bull's Eyes (Spotlight)	Pathe	1 reel	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3



Title	Distributed by	Length	Reviewed	Title	Distributed by	Length	Reviewed
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15	Marvels of Motion, Issue J	Red Seal	1 reel	
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel		Marvels of Motion, Issue K	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15	Menace of the Alps, The	Universal	1 reel	Mar. 27
Can Happen to You (Scandals of America)	Artclass	1 reel		Mother O'Mine	Cranfield & Clarke	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20	Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Charleston Films	Cranfield & Clarke	4 half reels	May 1	Mountain Molly O (Mustang)	Universal	2 reels	April 17
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21	Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Chronicles of America (Series of 18 Three Reelers)	Pathe			Movie Struck	Cranfield & Clarke	2 reels	
Colorado (Variety)	Fox	1 reel		My Old Kentucky Home (Song Car-Tune)	Red Seal	1 reel	April 10
Coming Back (Mustang)	Universal	2 reels		Mystery Pilot, The (Serial)	Rayart		
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1	Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Curiosities—The Movie Side Show (Series)	Educational	1 reel		Nervous Moments (Spotlight)	Pathe	1 reel	May 1
Dancing Around the World (Variety)	Fox	1 reel	July 17	Night Prowler, The (Scandal of America)	Artclass	1 reel	
Dangerous Game, A (Mustang)	Universal	2 reels		Off Shore Trails (Variety)	Fox	1 reel	
Dark Horse, A (Racing Drama)	Hi-Mark Prod.	2 reels		Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
Day Dreams	Cranfield & Clarke	2 reels		One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel		Outlaw Love (Mustang)	Universal	2 reels	
Desperate Dan (Mustang)	Universal	2 reels	May 1	Out of the Inkwell (Series)	Red Seal	1 reel	
Dixie Doodle (Spotlight)	Pathe	1 reel	Mar. 27	Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8	Pathe Review, No. 17	Pathe	1 reel	May 1
Dolly Gray (Song Car-Tune)	Red Seal	1 reel		Pathe Review, No. 18	Pathe	1 reel	May 1
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels		Pathe Review, No. 19	Pathe	1 reel	May 15
Down to Damascus (Variety)	Fox	1 reel	July 10	Pathe Review, No. 20	Pathe	1 reel	May 22
Drops From Heaven (Variety)	Fox	1 reel		Pathe Review, No. 21	Pathe	1 reel	May 29
Egypt	F. B. O.			Pathe Review, No. 22	Pathe	1 reel	June 5
Emergency Man, The. Edmund Cobb	Universal	1 reel		Pathe Review, No. 23	Pathe	1 reel	June 5
Every Picture Tells a Story	Cranfield & Clarke	1 reel		Pathe Review, No. 24	Pathe	1 reel	June 26
Fade Away Foster (Mustang)	Universal	2 reels	May 1	Pathe Review, No. 25	Pathe	1 reel	June 26
Falling Water Valley (Bruce Scenic)	Educational	1 reel		Pathe Review, No. 26	Pathe	1 reel	
Family Album, The (Sketch Book)	Pathe	1 reel		Pathe Review, No. 27	Pathe	1 reel	July 3
Fashions in Photographs	Pathe	1 reel	Sept. 4	Pathe Review, No. 28	Pathe	1 reel	July 24
Fighting Marine, The (Serial)	Pathe	10 episodes		Pathe Review, No. 29	Pathe	1 reel	July 17
Fighting With Buffalo Bill (Serial)	Universal			Pathe Review, No. 30	Pathe	1 reel	
Film Facts (Series)	Red Seal	1 reel		Pathe Review, No. 31	Pathe	1 reel	July 31
Film Facts, Issue H	Red Seal	1 reel		Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Film Facts, Issue I	Red Seal	1 reel		Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Film Facts, Issue J	Red Seal	1 reel		Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Film Facts, Issue K	Red Seal	1 reel		Pathe Review, No. 35	Pathe	1 reel	
Film Reporter, The (Series of 13)	Red Seal	1 reel		Pathe Review, No. 36	Pathe	1 reel	
Film Reporter, The, No. 1	Red Seal	1 reel		Pathe Review, No. 37	Pathe	1 reel	
Fire Barrier (Mustang)	Universal	2 reels		Pathe Review, No. 38	Pathe	1 reel	
Fire Fighters, The (Serial)	Universal	10 episodes		Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Flaming West, The (Mustang)	Universal	2 reels		Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Flashes of the Past	Pathe	2 reels		Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Four Square Steve (Mustang)	Universal	2 reels	June 5	Pilgrimages to Palestine (Series)	Pathe		
Frame Up, The (Mustang)	Universal	2 reels	May 22	Pycrook Goes Wild (Mustang)	Universal	2 reels	
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12	Planting Season, The (Spotlight)	Pathe	1 reel	June 5
Fugitive Futurist (Novelty)	Cranfield & Clarke	1 reel		Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Game Hunting in Abyssinia				Popular Song Parodies (Series)	Artclass	1 reel	
Gems of the Screen (Series)	Red Seal	1 reel		Putting on Dog (Variety)	Fox	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel		Quick on the Draw (Mustang)	Universal	2 reels	April 17
Glory or Dollars (Spotlight)	Pathe	1 reel	June 26	Radio Detective, The (Serial)	Universal	10 episodes	April 17
God's Country	Cranfield & Clarke	2 reels		Radio Personalities (Series)	Artclass	1 reel	
Gold and Fleece (Bruce Scenic)	Educational	1 reel		Radio Personalities, Vol. A	Artclass	1 reel	
Golden Spurs, The (Racing Drama)	Hi-Mark Prod.	2 reels		Radio Personalities, Vol. B	Artclass	1 reel	
Great Lakes, The (Variety)	Fox	1 reel		Radio Personalities, Vol. C	Artclass	1 reel	
Green Archer, The (Serial)	Pathe	10 episodes		Radio Personalities, Vol. D	Artclass	1 reel	
Grinning Fists (Mustang)	Universal	2 reels		Rare Bits (A Curiosity)	Educational	1 reel	
Guess Who (Series)	Artclass	1 reel		Reelviews (Series)	Red Seal	1 reel	
Guess Who, No. 1	Artclass	1 reel		Reelviews, Issue A	Red Seal	1 reel	
Guess Who, No. 2	Artclass	1 reel		Reelviews, Issue B	Red Seal	1 reel	
Guess Who, No. 3	Artclass	1 reel		Reelviews, Issue C	Red Seal	1 reel	
Guess Who, No. 4	Artclass	1 reel		Reelviews, Issue D	Red Seal	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels		Rescue, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Spotlight)	Pathe	1 reel	April 10	Return of the Riddle Rider, The (Serial)	Universal	10 episodes	
Hair Cartoons, No. 10	Red Seal	1 reel		Revolutions per Minute (Spotlight)	Pathe	1 reel	June 5
Hair Cartoons, No. 11	Red Seal	1 reel		Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Hair Cartoons, No. 12	Red Seal	1 reel		Riches of the Earth (Variety)	Fox	1 reel	
Hair Cartoons, No. 13	Red Seal	1 reel		Ridin' For Love (Mustang)	Universal	2 reels	
Hair Cartoons, No. 14	Red Seal	1 reel	Sept. 4	Riding For a King (Racing Drama)	Hi-Mark Prod.	2 reels	
Hair Cartoons, No. 15	Red Seal	1 reel		Ringer, The (Racing Drama)	Hi-Mark Prod.	2 reels	
Hair Cartoons, No. 16	Red Seal	1 reel		Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Hair Cartoons, No. 17	Red Seal	1 reel		Rushing Waters	Cranfield & Clarke		
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6	Rustler's Secret, The (Mustang)	Universal	2 reels	
Haunted Homestead, The (Mustang)	Universal	2 reels		Saddle Tramp, The (Mustang)	Universal	2 reels	
Heavenly Bodies				Scandal of America (Series)	Artclass	1 reel	
Heavens Above (Novelty)	Service Film	1 reel		Screen Star Sports (Series)	Artclass	1 reel	
Her First Night in a Beauty Parlor	Arthur J. Lamb	2 reels		Screen Star Sports, Vol. A	Artclass	1 reel	
Hero Land (Color Novelty)	Service Film	1 reel		Screen Star Sports, Vol. B	Artclass	1 reel	
Heroes of the Sea	Cranfield & Clarke	1 reel		Screen Star Sports, Vol. C	Artclass	1 reel	
His Pal... Fearless (Dog)	Chesterfield	2 reels		Screen Star Sports, Vol. D	Artclass	1 reel	
Homeless Husbands' Land (Novelty)	Short Film	1 reel		Scotty of the Scouts (Serial)	Rayart		
Honeymoon Cruises	Tennek Film	1 reel		Screen Snapshots (Series)	Columbia	1 reel	
How I Hate to Get Up (Song Parody)	Artclass	1 reel		Screen Snapshots, No. 13	Columbia	1 reel	June 26
If a Picture Tells a Story	Cranfield & Clarke	1 reel		Screen Snapshots, No. 14	Columbia	1 reel	July 3
India Tea	Pathe	1 reel	May 22	Searchlight (Series)	Red Seal	1 reel	
Inland Voyage, An (Variety)	Fox	1 reel		Searchlights, Issue A	Red Seal	1 reel	
In Sunny Spain (Variety)	Fox	1 reel	July 10	Searchlights, Issue B	Red Seal	1 reel	
Inside Dope, The (Spotlight)	Pathe	1 reel	May 1	Searchlights, Issue C	Red Seal	1 reel	
International Detective Stories	Tennek Film	2 reels		Searchlights, Issue D	Red Seal	1 reel	
Jack's of One Trade (Spotlight)	Pathe	1 reel	June 26	Seas of the World	Red Seal	1 reel	
Jewels of Venus				Shadowland	Cranfield & Clarke		
Jim Hood's Ghost (Mustang)	Universal	2 reels		Sheik, The (Song Parody)	Artclass	1 reel	
Jungle Heroine, A	Chesterfield	2 reels		Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28
Jungle Secrets	Sava Films			Silent Flyer, The (Serial)	Universal	10 episodes	
Jungle Tragedy, A	Chesterfield	2 reels		Sin	Cranfield & Clarke	2 reels	
Keeping 'Em Guessing (Series)	Red Seal	1 reel		Sketch Book (Series)	Pathe		
Keeping 'Em Guessing, No. 2	Red Seal	1 reel		Skenographs (Series)	Cranfield & Clarke		
Keeping in Trim (Spotlight)	Pathe	1 reel		Sky Skidder, The (Serial)	Bischoff	10 episodes	
King of the Beasts (Cartoon)	F. B. O.	1 reel		Snowed In (Serial)	Pathe	10 episodes	June 26
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod.	2 reels		Songs of Central Europe (Melody Series)	Pathe	1 reel	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel		Songs of England (Melody Series)	Pathe	1 reel	Feb. 6
Land of Rivers (Scenic)	Service Film	1 reel		Songs of France (Melody Series)	Pathe	1 reel	Aug. 21
Last Man, The	Chesterfield	2 reels		Songs of Italy (Melody Series)	Pathe	1 reel	July 24
Leaps and Bounds (Spotlight)	Pathe	1 reel	Mar. 13	Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6
Lest We Forget	Educational	1 reel	May 1	Songs of Spain (Melody Series)	Pathe	1 reel	June 26
Let Loose (Mustang)	Universal	2 reels		Songs of the Northern States	Pathe	1 reel	
Let's Go Fishing	Cranfield & Clarke	1 reel		Songs of Yesterday	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel		Soul of the Cypress	Red Seal	1 reel	Feb. 27
Lightnin' Flashes (Drama)	Sava Films	2 reels		Spanish Holiday (Variety)	Fox	1 reel	
Lightnin' Strikes (Drama)	Sava Films	2 reels		Spirit of Play, The (Spotlight)	Pathe	1 reel	Aug. 28
Lightnin' Wins (Drama)	Sava Films	2 reels		Sportsman's Dream	Cranfield & Clarke		
Lightning Hutch (Serial)	Arrow Film			Stick-up Man (Scandal of America)	Artclass	1 reel	
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels		String of Diamonds... Fearless (Dog)	Chesterfield	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22	Strings of Steel (Serial)	Universal	10 episodes	
Lion's Mate, The	Chesterfield	2 reels		St. Pauls	Cranfield & Clarke	1 reel	
Little Brown Rug, The (Bruce Novelty)	Educational	1 reel		Sweden Today (Variety)	Fox	1 reel	May 15
Little Warrior, The (Mustang)	Universal	2 reels	July 24	Sweet Adeline (Song Car-tune)	Red Seal	1 reel	
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel		Tin Bronc, The (Mustang)	Universal	2 reels	June 5
Love Deputy, The (Mustang)	Universal	2 reels		Trapped (Mustang)	Universal	2 reels	
Love Fighter... Fearless (Dog)	Chesterfield	2 reels		Trails of the Gods	Cranfield & Clarke	1 reel	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14	Trail of the North Wind	Cranfield & Clarke	2 reels	
Marvels of Motion (Series)	Red Seal	1 reel		Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1
Marvels of Motion, Issue H	Red Seal	1 reel		Travels in Toyland (Variety)	Fox	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel		Tulip Land	Cranfield & Clarke	1 reel	
				Under Desert Skies (Mustang)	Universal	2 reels	
				Unexpected Visitor (Scandal of America)	Artclass	1 reel	



Title	Distributed by	Length	Reviewed
Valiant Skipper, The	Cranfield & Clarke	2 reels	
Vanishing Millions (Serial)	Sierra Pictures	15 episodes	
Vision, The	Educational	2 reels	May 22
When Oscar Meets West (Mustang)	Universal	2 reels	July 31
When Oscar Went Wild (Mustang)	Universal	2 reels	
Whirlwind Driver, The (Mustang)	Universal	2 reels	
Whirlwinds (Series)	F. B. O.		
Wild America (Variety)	Fox	1 reel	May 22
Wire Tigers, The	Chesterfield	2 reels	
Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Whispering Smith Rides (Serial)	Universal	10 episodes	
White Waters	Cranfield & Clarke	2 reels	
Who Is Safe? (Scandal of America)	Artclass	1 reel	
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Wolf, The Fearless (Dog)	Chesterfield	2 reels	
Wolf's Brush	Cranfield & Clarke	2 reels	
Wonder Book Series	Short Film	1 reel	
Wonderful Water	Service Film Corp.	1 reel	May 1
Wonders of the Blue Gulf of Mexico			
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Across the Pacific	Monte Blue	Warner Bros		
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib		
Alias the Deacon	Jean Herschott	Universal		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An		Paramount		
Ankles Preferred		Fox		
Annie Laurie	Lillian Gish	M-G-M		
April Fool	Alexander Carr	Chadwick		
Aristocrat, The		Famous Attractions		
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib		
Ashes	C. Griffith-T. Moore	First National		
Atlantis		First National		
Atta Boy	Monty Banks	Pathe	6 reels	
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Custer	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl		Chadwick		
Bandit Buster, The	Wally Wales	Assoc. Exhib		
Bandits of the Air	Al Wilson	Assoc. Exhib		
Bardelys the Magnificent	John Gilbert	M-G-M		
Bargain Bride, The	Mary Philbin	Universal		
Barriers of Fire	Monte Blue	Warner Bros		
Beau Geste	Special Cast	Paramount		
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Bed and Board	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The		American Cinema		
Ben Burbridge's African				
Gorilla Hunt			8 reels	June 26
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Better Ole, The	Syd Chaplin	Warner Bros		
Better Way, The		Columbia Pictures		
Beware of Widows	Laura La Plante	Lumas		
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Bigger They Are, The	George O'Hara	F. B. O.		
Big Gun, The	George Lewis	Universal		
Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov 28
Bill of Sale, The		Arthur J. Lamb		
Bill Smith, M.D.		Universal		
Birds of Prey		Columbia Pictures		
Bitter Apples	Monte Blue	Warner Bros		
Black Diamond Express, The	Monte Blue	Warner Bros		
Black Ivory		Warner Bros		
Black Rider, The	Richard Talmadge	Universal		
Black Tears		Gorman Pictures		
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib		
Blonde Saint, The	Kenyon-Stone	First National		
Blue Eagle, The		Fox		
Border Patrol, The	Harry Carey	Pathe		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib		
Branded	Bob Custer	F. B. O.		
Breed of the Sea		F. B. O.		
Broadway Drifter, A		Gorman Pictures		
Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros		
Buckaroo Kid, The	Hoot Gibson	Universal		
Bull Dog Luck	Wally Wales	Assoc. Exhib		
Burning Bridges	Harry Carey	Pathe		
Butter and Egg Man, The		First National		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truett	5000 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib		
Camille	Pola Negri	Paramount		
Cancelled Debt, The	Special Cast	Sterling Pict.		
Canyon of Light	Tom Mix	Fox		
Captain Sazarac	Ricardo Cortez	Paramount		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Casey at the Bat	W. Beery-R. Hutton	Paramount		
Cat and the Canary, The		Universal		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Charleston Kid, The	Mackaill-Mulhall	First National		
Cheating Danger	Dick Talmadge	Universal		
Cheerful Fraud, The	Reginald Denny	Universal		
Cheyenne Days	Hoot Gibson	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O.		
Christine of the Big Tops	Garon-Landis	Sterling Pict.		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
City, The	J. Gaynor-W. McGrail	Fox		
City of Shadows, The		F. B. O.		
Cleaner Flame, The	Louise Carter	Arrow		
Climbers, The	Irene Rich	Warner Bros		

Feature	Star	Distributed by	Length	Reviewed
Closed Gates	Special Cast	Sterling Pict.		
Clown, The		Columbia Pictures		
Code of the Northwest	Sandow (dog)	Assoc. Exhib		
College Widows	Dolores Costello	Warner Bros		
Come On Charley	Devore-Horton	Assoc. Exhib		
Coney Island	Special Cast	M-G-M		
Confession	Pola Negri	Paramount		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Confessions of a Bachelor		Assoc. Exhib		
Confessions of a Flapper		Assoc. Exhib		
Confessions of a Divorcee		Assoc. Exhib		
Confessions of a Widow		Assoc. Exhib		
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Cossacks, The	John Gilbert	M-G-M		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib		
Cow Punching for Cupid	Tom Tyler	F. B. O.		
Cradle Snatchers		Fox		
Crashing Hoofs	Bob Custer	F. B. O.		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Crooks Tours	George O'Hara	F. B. O.		
Cruise of Jasper B, The	Rod La Roque	Prod. Dist. Corp.		
Cruel Truth, The		Sterling Pict.		
Crystal Cup, The	Dorothy Mackaill	First National		
Cyclone of the Range	Tom Tyler	F. B. O.		
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib		
Cyrano de Bergerac	Special Cast	Atlas Dist.	9500	July, 18, '25
Dame Chance	Special Cast	American Cinema		
Danger Line, The	Special Cast	Astor Dist.		
Dangerous Friends	Special Cast	Sterling Pict.		
Dangerous Virtue	Jane Novak	Lee-Bradford		
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Darling of the Gods, The		United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-W. Louis	Warner Bros		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan 9
Desert Legion, The	Fred Thomson	F. B. O.		
Desert's Toil, The	Frances McDonald	M-G-M		
Desert Valley	Buck Jones	Fox		
Desert Whirlwind, The	Bob Custer	F. B. O.		
Detour		Prod. Dist. Corp.		
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.		
Devil's Partner, The		Truett	5000 feet	
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner Bros	10 reels	Aug. 21
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don Juan's Three Nights	Stone-Mason	First National		
Don't Tell the Wife	Irene Rich	Warner Bros		
Double Daring	Wally Wales	Artclass	5 reels	
Double Handed Bandit, The		F. B. O.		
Down Grade, The	Wm. Fairbanks	Lumas		
Down the Stretch	Agnew-Nixon	Universal		
Driven From Home		Chadwick		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Duke of Ladies, The	Special Cast	First National		
Eager Lips		Chadwick		
Easy Going	Buddy Roosevelt	Artclass	5 reels	
Eden's Fruit		Famous Attractions		
Everybody's Acting	Betty Bronson	Paramount		
Exclusive Rights		Famous Attractions		
Exit Smiling	Beatrice Lillie	M-G-M		
Eyes of the Totem	Special Cast	Assoc. Exhib		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee-Bradford		
Fighting Cub, The		Truett	5800 feet	
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Love	Jetta Goudal	Prod. Dist. Corp.		
Fightin' Ranger, The	Bob Custer	F. B. O.		
Finnegan's Ball		Assoc. Exhib		
Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Flame of the Border, The	Ken Maynard	First National		
Flaming Fury	Buddy Roosevelt	Assoc. Exhib		
Flashing Fangs	Ranger (Dog)	F. B. O.		
Flashing Heels	Bill Cody	Assoc. Exhib		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Flying Fool, The	Al Wilson	Assoc. Exhib		
Flying Mail, The	Al Wilson	Asso. Exhib		
Follow the Signs		Universal		
For Alimony Only	Leatrice Joy	Prod. Dist. Corp.		
Forbidden Trails	Bill Cody	Assoc. Exhib		
Forest of Destiny, The		Gotham Prod.		
Forever After	M. Astor-L. Hughes	First National		
For Ladies Only		Columbia Pictures		
For Wives Only	Marie Prevost	Prod. Dist. Corp.		
Four Feathers	Richard Barthelmess	First National		
Four Flushers, The	Reginald Denny	Universal		
Four Stragglers, The	Special Cast	M-G-M		
Fourth Commandment, The	Belle Bennett	Universal		
Free Souls	Norma Shearer	M-G-M		
French Dressing	A. Pringle-B. Lyon	First National		
Fresh Air	Ray-Olmstead	M-G-M		
Friends	Special Cast	Vitagraph		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O.		
Gaby	V. Valli-G. O'Brien	Fox		
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Thunder	Tom Tyler	F. B. O.		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	Fazenda-Louis	Warner Bros		
General, The	Buster Keaton	United Artists		
George Washington Cohen	George Jessel			
Get Off the Earth	Raymond Griffith	Paramount		
Get Set—Go	George O'Hara	F. B. O.		
Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.		
Gigolo	Rod La Roque	Prod. Dist. Corp.		
Gilt-Edged	Richard Talmadge	F. B. O.		
Girl in the Rain, The	David Butler	Carlome Pict.		
Girl Who Dared, The	Evelyn Brent	F. B. O.		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O.		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
God Gave Me Twenty Cents	Special Cast	Paramount			Masquerade Bandit, The	Tom Tyler	F. B. O.		
God's Great Wilderness		American Cinema			Matinee Ladies	Special Cast	Warner Bros.		
Going Crooked	B. Love-O. Shaw	Fox			McFadden's Row of Flats	Murray-Sidney	First National		
Going! Going! Gone!	George O'Hara	F. B. O.			Memories	Ramon Novarro	M-G-M		
Gold	C. Geraghty				Men of the Dawn	Milton Sills	First National		
Goose Man, The	Special Cast	M-G-M			Men of the Night	Rawlinson-Hughes-Hawley	Sterling Pict.	5700 feet	July 24
Grand Army Man, The		Fox			Merry Wives of New York		Chadwick		
Great Galeoto, The	Novarro-Terry	M-G-M			Message to Garcia, A	Special Cast	M-G-M		
Great K. & A. Robbery, The	Tom Mix	Fox			Midnight Lovers	Nilsson-Stone	First National		
Greatest Show on Earth	Wallace Berry	Paramount			Midnight Sun, The	Special Cast	Universal	10 reels	May 15
Gulliver's Travels		Universal			Mike Donovan of Ireland		First National		
Gun Gospel	Ken Maynard	First National			Millionaires	L. Fazenda-W. Louis	Warner Bros.		
Hairpin Duchess, The	Special Cast	M-G-M			Million Bid, A	Dolores Costello	Warner Bros.		
Hair-Trig'er Barton	Bob Custer	F. B. O.			Million Dollar Doll		Assoc. Exhib.		
Harem Girl, The	Special Cast	Astor Dist.			Miss 318	Special Cast	M-G-M		
Harp In Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp.			Miss Manhattan	Betty Compson	M. P. Guild		
Hat of Destiny, The		First National			Morals of Today		Gorman Pictures		
Haunted Lady, The		Assoc. Exhib.			Mother		F. B. O.		
Haven, The	Special Cast	M-G-M			Mount Eagle, The	Nita Naldi	Lee-Bradford		
Head of the House of Coombe, The		First National			Mountains of Manhattan		Lumas		
Heart Collector, The	Alberta Vaughn	F. B. O.			Music Master, The		Fox		
Heart of a Cowboy, The	Bob Custer	F. B. O.			My Official Wife	I. Rich-Tearle	Warner Bros.		
Heart of Maryland, The	Dolores Costello	Warner Bros.			Mysterious Island	Special Cast	M-G-M		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.			Mysterious Rider, The		Paramount		
Held By the Law	Special Cast	Universal			Mystery Lady, The	Special Cast	M-G-M		
Hello Bill		F. B. O.			My Wife's Friend		First National		
Hell's Kitchen		First National			My Wife's Honor	Dolores Del Rio	Fox		
Here Y'are, Brother		First National			Naughty But Nice	Colleen Moore	First National		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet		Naughty Marietta	Marion Davies	M-G-M		
Her Teacher Said No	Gertrude Short	F. B. O.			Nervous Wreck, The	Special Cast	Prod. Dist. Corp.		
Hero on Horseback, A	Hoot Gibson	Universal			New York	Lya de Putti	Paramount		
High Society	Tom Mix	Fox			Next Generation, The	Special Cast	M-G-M		
High Stakes	Evelyn Brent	F. B. O.			Next Year's Model	Alberta Vaughn	F. B. O.		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros.			Night Bride, The	Marie Prevost	Prod. Dist. Corp.		
His Dog	Rod La Rocque	Prod. Dist. Corp.			Night School, The		M-G-M		
His New York Wife		Famous Attractions			Night Siren, The	Evelyn Brent	F. B. O.		
His Woman	Special Cast	Whitman Bennett	7 reels		Night Watch, The	Special Cast	Truart	5000 feet	
Holy Terror, A		Fox			Noah's Ark		Warner Bros.		
Home, Sweet Home	Special Cast	Gorman Pictures			Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.		
Honesty the Best Policy	Johnny Walker	Fox			No Control	P. Haver-H. Ford	Prod. Dist. Corp.		
Horses and Women		Famous Attractions			Nocturne	Special Cast	M-G-M		
Hounds of Spring		First National			North of Nome	Special Cast	Arrow	5491 feet	
Human Mill, The	Blanche Sweet	M-G-M			No Speed Limit	Al Wilson	Assoc. Exhib.		
Human Nature		Gorman Pictures			Not Herbert	Ben Lyon	First National		
Human Playthings	Betty Compson	M. P. Guild			Oh! What a Night		Sterling Pict.		
Hurricane, The	Special Cast	Truart			Old Heidelberg	Ramon Novarro	M-G-M		
Hurry Up Man, The	Dick Talmadge	Universal			Old Ironsides	Special Cast	Paramount		
Husband Hunters		Tiffany			One Hour of Love	Jacqueline Logan	Tiffany		
I Can Do It	Special Cast	M-G-M			One Increasing Purpose	Lowe-Rubens	Fox		
I'll Tell the World	Olmstead-Arthur	M-G-M			Open Book	Special Cast	M-G-M		
Impostor, The	Evelyn Brent	F. B. O.			Orchids and Ermine	Colleen Moore	First National		
In His Arms	Special Cast	M-G-M			Ou, La! La!	Alberta Vaughn	F. B. O.		
In the First Degree		Sterling Pict.			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.		
Irish Eyes	George O'Hara	F. B. O.			Out of the Ruins		First National		
Irish Hearts	Dolores Costello	Warner Bros.			Out of the West	Tom Tyler	F. B. O.		
Isle of Forbidden Kisses, The					Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
Isle of Life, The	Jack Trevor	Universal			Pass in Paradise		Prod. Dist. Corp.		
Is It So?	Stone-Kenyon	First National			Paying the Price		Columbia Pictures		
It	Special Cast	Fox			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
It Could Have Happened	Clara Bow	Paramount			Personality	Gloria Swanson	United Artists		
Jack O' Hearts	Colleen Moore	First National			Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
Jail Birds, Inc.	Landis-G. Hulette	American Cinema			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		
Jason	Special Cast	First National			Pleasure Before Business		Columbia Pictures		
Jazz Singer, The	George Jessel	M-G-M			Pleasure Garden, The	V. Valli-C. Geraghty	Lee-Bradford		
Jerry Settles Down	Tom Tyler	Warner Bros.			Pleasure Highway	Evelyn Brent	F. B. O.		
Jewels of Desire	Priscilla Dean	F. B. O.			Plumes	Special Cast	M-G-M		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Polly of the Circus	Norma Shearer	M-G-M		
Jocelyn's Wife	Pauline Frederick	Prod. Dist. Corp.			Polly Preferred	Marion Davies	M-G-M		
Johnny Newcomer	Harry Langdon	Tiffany			Polly With a Past	Norma Shearer	M-G-M		
Justice of the Far North		First National			Poor Fish, The		Sterling Pict.		
Just Off Broadway		Columbia	5500 feet		Poor Girls		Columbia Pictures		
Keep Going	Corinne Griffith	First National			Poor Nut, The		First National		
Kick-Off, The	Earl Douglas	Sierra Pictures			Popular Sin, The	Vidor-Nissen	Paramount		
Kidnapped in New York	George Walsh	Excellent Pictures			Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
King of Kings, The	Special Cast	American Cinema			Price of Honor, The		Columbia Pictures		
King of the Air	Prod. Dist. Corp.				Princess Pro Tem	Evelyn Brent	F. B. O.		
Knickerbocker Kid, The	Al Wilson	Assoc. Exhib.			Prisoners		First National		
Ladies at Play	Johnny Hines	First National			Private Izzy Murphy	George Jessel	Warner Bros.		
Ladies Must Love	Hughes-Kenyon	First National			Prowlers of the Night	Fred Humes	Universal		
Ladies of Ease	Rod La Rocque	Prod. Dist. Corp.			Puppets	Mae Murray	M-G-M		
Lady Be Good		Chadwick			Purple and Fine Linen	L. Stone-A. Nilsson	First National		
Lady of Leisure	Special Cast	First National			Quality Street		M-G-M		
Lady With the Lamp, The		M-G-M			Racing Blood	R. Agnew-A. Cornwall	Lumas Film		
Larceny, Ltd.	Evelyn Brent	F. B. O.			Raging Seas		Tiffany		
Last Chance, The	Bill Patton	Prod.			Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Laurels	Mae Murray	F. B. O.			Rat, The	M. Marsh-I. Novello	Lee-Bradford		
Lea Lyon	Mary Philbin	Chesterfield			Raw Country, The	Bowers-Cornwall	Assoc. Exhib.		
Les Miserables		M-G-M			Red Hot Hoofs	Tom Tyler	F. B. O.		
Let's Go	Universal				Red Signals		Sterling Pict.		
Life of an Actress	Fred Humes	Universal			Red, White and Blue		M-G-M		
Life of a Woman		Chadwick			Rejuvenation of Aunt Mary, The	Special Cast	Prod. Dist. Corp.		
Lightning Chaser, The	George O'Hara	Tiffany	6500 feet		Remember	Special Cast	Columbia Pictures		
Lightnin' Lariat	Tom Tyler	F. B. O.			Resurrection		United Artists		
Lighting Express, The		F. B. O.			Return of a Soldier	Special Cast	M-G-M		
Limehouse Lou	Evelyn Brent	Columbia Pictures			Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.		
Little Adventuress, The	Vera Reynolds	F. B. O.			Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.		
Little Firebrand, The	Edith Thornton	Prod. Dist. Corp.			Rider of the Plains	Tim McCoy	M-G-M		
London	Dorothy Gish	Arrow Pictures	5007 feet	Dec. 12	Riders of the Wind		First National		
Look Who's Here	Dick Talmadge	Paramount			Riding Honor	Art Accord	Universal		
Lord Hokum	E. E. Horton	Walley Wales			Riding Rivals		Artclass	5 reels	
Lost House, The		Universal			Ridin' 'Em Ragged	Tom Tyler	F. B. O.		
Love in a Cottage	Betty Compson	Assoc. Exhib.			Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.		
Love Me and the World Is Mine		Columbia Pictures			Rise and Fall of Jesse James		J. S. Woody		
Love Thrill, The	Philbin-Kerry	M. P. Guild			Roaring Crowd, The		F. B. O.		
Loyalties	Special Cast	Universal			Rogue's Riches	Special Cast	Astor Dist.		
Lunatic at Large, The	Special Cast	Ramon Novarro			Romance	Richard Dix	M-G-M		
Lure of the West	Leon Errol	Paramount			Romance a la Carte		Paramount		
Lure of the Yukon, The	Eileen Sedgwick	First National			Romantic Age, The		Columbia Pictures		
Lying Truth, The		Assoc. Exhib.			Ropin' Venus, The	Josie Sedgwick	Universal		
Madame Pompadour	Milton Sills	First National			Rose-Marie		M-G-M		
Mad Girl of Moscow, The	Dorothy Gish	British National Pictures, Inc.			Rose of the Bowery		American Cinema		
Magic Garden, The	Evelyn Brent	F. B. O.			Rose of the Tenements	Shirley Mason	F. B. O.		
Man and the Woman	Special Cast	F. B. O.			Royal Romance	G. O'Brien-McDonald	Fox		
Man Bait	Marie Prevost	M-G-M			Rubber Tires		Prod. Dist. Corp.		
Man in the Shadow, The	Special Cast	Prod. Dist. Corp.			Rust	Special Cast	M-G-M		
Man of Quality, A	George Walsh	American Cinema			Salvage	E. Williams-McAlister	Standard Pictures		
Manon Lescaut	John Barrymore	Excellent Pictures			Savage in Silks, A	Laura La Plante	Universal		
Man Who Forgot God		Warner Bros.			Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21
Man With a Thousand Faces	Special Cast	Paramount			See If I Care	Alberta Vaughn	F. B. O.		
Mary of Vassar	Marion Davies	M-G-M			Self Defense	Aileen Percy	Arrow Film Corp.		
Masked Woman, The	Anna Q. Nilsson	First National			Sensation Seekers, The	B. Dove H. Gordon	Universal		
					Separate Rooms	Special Cast	Fox		
					September Love		First National		



Feature	Star	Distributed by	Length	Reviewed
Seventh Heaven	Special Cast	Fox		
Seward's Folly	Special Cast	M-G-M		
Shadow Lane		M-G-M		
Shadow of the Mosque	Stewart Rome	Usa	5750 feet	Dec. 26
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions		
Shamrock and the Rose		Chadwick		
Sheik of Hollywood, The	Ben Lyon	First National		
Shenandoah		Famous Attractions		
She's My Baby		Ginsberg-Kann		
Shock Absorber, The		First National		
Shopworn		Famous Attraction		
Show Business	Mae Murray	M-G-M		
Show World, The	B. Dove-F. Bushman	Universal		
Sidewalks of New York, The		Columbia Pictures		
Silent Avenger, The		Lumas		
Silent Panther, The	Francis McDonald	M-G-M		
Silent Rider, The	Hoot Gibson	Universal		
Silk	Goudal-Schildkraut	Prod. Dist. Corp.		
Silken Lady, The	Hulette-Hamilton	Arrow		
Silk Hat Cowboy, The	Tom Mix	Fox		
Silky Anne	Constance Talmadge	First National		
Silver Lanterns	Special Cast	Arrow		
Simple Sis	Louise Fazenda	Warner Bros		
Sinews of Steel		Lumas		
Sinners of Paradise		First National		
Sky High	Al Wilson	Assoc. Exhib.		
Sky Peril, The	Al Wilson	Assoc. Exhib.		
Sky's the Limit, The	Richard Talmadge	Universal		
Slide, Kelly, Slide	William Haines	M-G-M		
Smith of Cornell	George Walsh	Chadwick		
Snowbound		Tiffany		
Song of Two Humans, A		Fox		
Sorrows of Satan	Adolphe Menjou	Paramount		
Spankles	P. O'Malley-M. Nixon	Universal		
Span of Life, The	Lon Chaney	M-G-M		
Speed Boy, The	Dick Talmadge	Universal		
Speedy Eddy	Devore-Horton	Assoc. Exhib.		
Speedy Spurs	Buffalo Bill, Jr.	Artclass	5 reels	
Splitting the Breeze	Tom Tyler	F. B. O.		
Sport of Kings, The		First National		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stolen Pleasures		Columbia Pictures		
Story of Mother Machree	Belle Bennett	Fox		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O.		
Summer Bachelors	M. Moore-Bellamy	Fox		
Sun of Montmartre, The	Norma Talmadge	First National		
Sunshine of Paradise Alley		Chadwick		
Surf Man, The		M-G-M		
Syncopeating Sue	Corinne Griffith	First National		
Tale of a Vanishing People		Tiffany	6500 feet	
Tangled Herds	Buddy Roosevelt	Artclass	5 reels	
Tardy Tolliver	Hale-King	Assoc. Exhib.		
Tarzan and the Golden Lion		F. B. O.		
Tavern Knight, The	John Barrymore	Warner Bros		
Tell It to the Marines	Chaney-Haines	M-G-M		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Their Second Honeymoon	Special Cast	M-G-M		
Then Came the Woman	Frank Mayo	American Cinema	6805 feet	July 17
Third Degree, The	Patsy Ruth Miller	Warner Bros		
Three Twins, The		M-G-M		
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.		
Thrill Chaser, The	Alberta Vaughn	F. B. O.		
Thumbs Down	Special Cast	Sterling Pict.		
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Tip Toes	D. Gish-W. Rogers	Paramount		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Tongues of Scandal		Sterling Pict.		
Top of the World, The		Tiffany		
Tornado Jones	Wally Wales	Assoc. Exhib.		
Tornado Terry	George O'Hara	F. B. O.		
Tracked by the Police	Rin-Tin-Tin	Warner Bros		

Feature	Star	Distributed by	Length	Reviewed
Trailing Shadows	Edmond Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
Trip to Tilsit, A	G. O'Brien-Livingston	Fox		
True Blood	Fred Humes	Universal		
Turkish Delight		Prod. Dist. Corp.		
Twelve Miles Out	John Gilbert	M-G-M		
Twinkletoes	Colleen Moore	First National		
Two-Gun McCoy	Bob Custer	F. B. O.		
Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.		
Uncle Tom's Cabin	Special Cast	Universal		
Unknown Cavalier, The	Ken Maynard	First National		
Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Up and at 'Em	Dick Talmadge	Universal		
Upstream	Dolores Del Rio	Fox		
Vagabond Lover, The	John Barrymore	United Artists		
Vagabond Prince, The	Colman-Banky	United Artists		
Valencia	Mae Murray	M-G-M		
Valley of Hell, The	Francis McDonald	M-G-M		
Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Vanity	Leatrice Joy	Prod. Dist. Corp.		
Vengeance of Durand, The	Irene Rich	Warner Bros		
Virgin Flame, The		M-G-M		
Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
Wandering Girls		Columbia Pictures		
Wanted—A Coward	Special Cast	Sterling Pict.		
War of the Worlds		Paramount		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
Wedding March, The	von Stroheim	Paramount		
Wedlock	Lowe-Perry-Livingston	Fox		
West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
What Every Girl Should Know	Patsy Ruth Miller	Warner Bros		
What Happened to Father	Sydney Gordon	Warner Bros		
What Price Glory?	Special Cast	Fox		
What Will People Say?		M-G-M		
Wheel of Life, The	Florence Vidor	Paramount		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
While London Sleeps	Rin-Tin-Tin	Warner Bros		
Whispering Wires	A. Stewart-E. Burns	Fox		
White Chief, The	Monte Blue	Warner Bros		
White Eagle, The	Buck Jones	Fox		
White Flannels	Special Cast	Warner Bros		
White Gold	Jetta Goudal	Prod. Dist. Corp.		
White Heat	Special Cast	M-G-M		
Whose Baby	Alberta Vaughn	F. B. O.		
Wife, The	Special Cast	M-G-M		
Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib.		
Wild Geese		Tiffany		
Wind, The	Lillian Gish	M-G-M		
Wings	C. Bow-C. Farrell	Paramount	12 reels	
Wings of the Storm	R. Howes-V. Faire	Fox		
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh			
Without Orders		Artclass	5 reels	
Wives at Auction	Special Cast	Astor Dist.		
Wolves of the Air		Ginsberg-Kann		
Woman's Battalion of Death		United Artists		
The	Gloria Swanson	United Artists		
Woman's Heart, A	E. Bennett-Whitman-Earle	Ginsberg-Kann		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds	Special Cast	M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wreck, The		Columbia Pictures		
Wyoming Whiz, The	Tom Tyler	F. B. O.		
Wrong Mr. Wright, The	Jean Hersholt	Universal		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
Your Brother and Mine		American Cinema		
You Too	Special Cast	M-G-M		

## Newspaper Opinions on New Pictures

### "So This Is Paris"—Warner Bros., Cameo, New York City

**American:** "Mr. Volstead, fortunately, has not yet tackled the intoxicating qualities of certain motion pictures. Otherwise we should never have had 'So This Is Paris,' which comes nearer to being real champagne than your bootlegger's highest priced case. Lubitsch has done it again. From first titter to last deep chuckle, his latest film is a thing of joy. And its exhilarating effect upon a hot, movie-weary audience was a marvel to behold."

**News:** "From the moment the Lubitsch picture began unreeling, it is doubtful that any watcher remained conscious of either the heat or the humidity. The picture moves with a pace as perfectly timed as a symphony orchestra's rendition of a masterpiece. The players seem to know exactly what is expected of them and they do not fall one degree below expectations."

**Graphic:** "'So This Is Paris,' the latest directorial effort of that genius at the megaphone, Ernst Lubitsch, is this week's attraction at the Cameo, and attraction it is, indeed. The result is an amusing celluloid piece that kept yesterday's audience in gales of laughter."

**Journal:** "'So This Is Paris,' Ernst Lubitsch's latest production at the Cameo Theatre, is a gorgeous comedy of the most scintillating sort. Lubitsch has a farcical touch at once so delightful and sly that even an ordinary sequence under his direction sparkles."

**Evening Post:** "It is a sparkling, sophisticated farce, done with a delicate, deft touch which disguises completely the trite plot of a husband whose one lie leads him into a maze of intrigue and deception. 'So This Is Paris' is a picture well worth seeing. It is bright and smart and there isn't a dull minute in it."

**Evening World:** "'So This Is

Paris,' first shown by the Film Arts Guild at the Cameo last evening and scheduled for a run, is a riot of fun. It is full of the diaphragm laughter of broad, hilarious comedy verging at times on slapstick. Any adult audience would like it. It is a box-office picture, but it also retains the best of the Lubitsch who has previously seemed to cater to a somewhat limited following."

**Herald-Tribune:** "That sly genius of the cinema, Herr Ernst Lubitsch, has turned out the most hilarious of his comedies in 'So This Is Paris,' the madly satirical farce that is playing at the Cameo Theatre for what, I hope, will prove an engagement of months. Dropping for the moment his interest in the quieter forms of pantomimic wit that distinguished 'Kiss Me Again,' the director has broadened his stroke perceptibly and plunged into the unashamedly farcical."

**Mirror:** "Three cheers and a

tiger! A really delicious flicker has come to us in 'So This Is Paris,'—bubbly, sparkly, exhilarating entertainment. It is to the screen what pre-war champagne is to a gala event."

**Times:** "A gay picture, entitled 'So This Is Paris,' which hails from the workshop of that master director, Ernst Lubitsch, is doing its share to uphold the screen art at the Cameo, where it is being presented by Warner Bros. and the International Film Arts Guild. No matter how brilliant may be the picture Mr. Lubitsch produces, he succeeds invariably in inserting a transcendental stroke."

**World:** "A movie, magnificent in details, witty, sly, with completely devastating quips and quirks, has been cut out by Ernst Lubitsch, who again proves with 'So This Is Paris' that he is one of the few directors who can smartly turn a phrase with the camera. The piece shimmers with satire."



ROXY THEATRES CORPORATION

383 MADISON AVENUE

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MURRAY HILL 4260

NEW YORK

STUDIO ADDRESS  
113 WEST 57TH STREET

August 5, 1926.

Mr. J. C. Hornstein,  
Howells Cine Equipment Co.  
1560 Broadway,  
New York City.

My dear Mr. Hornstein:

You will no doubt be pleased to know that after careful consideration and analysis of my projection engineers and myself, that I have again decided to use the five Simplex Projectors, in the new Roxy Theatre.

The excellent work done by this projector makes me feel secure in giving them the place in my projection room, and we feel sure that they will do their part in keeping up the reputation that the theatre has "the largest and most modern theatre in the world". Knowing as you do what a crank I am on projectors, this should be great news for you.

Very truly yours,

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# Showmanship *and* Common Sense

Study the successful Exhibitor and there is one thing that will impress you—a talent for showmanship. After all, what is showmanship but common sense applied to the showman's problems?

The Feature Picture and the additional attractions on the program, are of utmost importance, but the successful Exhibitor knows that the right type of Musical Accompaniment is absolutely indispensable, therefore, his chief concern is not so much the first cost, but what the organ investment contributes to his show as a whole, and what it brings him in profits.

The Robert Morton Unit Organ is specifically designed to meet the demands of the modern motion picture theatre. It is the most powerful single factor any Exhibitor can employ to provide a Complete Picture Presentation Program.

Write today for our new  
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# The **Robert Morton** **UNIT ORGAN**

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ROBERT MORTON  
UNIT ORGAN

HARRY L. WAGNER  
AT THE ROBERT MORTON





September 18, 1926

# Motion Picture News

Reg. U. S. Patent Office

## HE WHO HESITATES IS LOST!

**SOME** exhibitors  
**ARE** going to get left  
**FOR** product this Fall.  
**WE** hasten to advise  
**ANY** showman who is still  
**WITHHOLDING** decision  
**ON** product for 1926-1927  
**TO** grab Metro-Goldwyn-Mayer  
**WHILE** the grabbing is good.  
**BECAUSE** M-G-M can now state  
**DEFINITELY** that it will release  
**ITS** greatest product in '26-'27  
**AND** you know what that means!  
**METRO-GOLDWYN-MAYER**  
**IS ALL SET WITH**  
**ITS GREATEST PRODUCT!**

AUGUST							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18



Don't delay another  
minute. Face the facts  
and make the decision.

### THE FIRST SIX

—  
REX INGRAM'S  
MARÉ NOSTRUM

—  
THE WALTZ DREAM

—  
BUSTER KEATON in  
BATTLING BUTLER

—  
BLARNEY

—  
M-G-M WESTERN  
THE VALLEY OF HELL

—  
NORMA SHEARER in  
THE WANING SEX



*From the distant howl of the wolves to the rioting roar of the rodeo*



## Variety

Aside from combining the world's finest pipe organ with all the different voices of the Symphony Orchestra, the variety of effects on the Wurlitzer Organ is unlimited. The organist, without interruption, can imitate perfectly any conceivable effect portrayed on the screen—the canon's boom, cat call, locomotive, bird, bell, chimes, cuckoo, lion roar, and many other perfect reproductions. Install a Wurlitzer and get the crowds.

*"Heard in the Box Office"*



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*And all Principal Cities from Coast to Coast*





**FOR A BOX OFFICE LION~UP**  
**DOUGLAS MACLEAN**  
*IN* **"HOLD THAT LION!"**

*Directed by* **WILLIAM BEAUDINE** •

**\$16,600 first three days**  
**at the Rivoli, New York!**

[2200 seats]

*Paramount* **OUTCLASS**  *Pictures* **THE FIELD**





# The Box Office Tells the Story for 1926-7/



From the story  
by  
James Ashmore  
Creelman and  
Frank Vreeland

Directed by  
RICHARD ROSSON

Screen play by  
James Ashmore  
Creelman

and now it's

# GLORIA SWANSON

## in "FINE MANNERS"

### biggest week-day business of the Summer at the RIVOLI, New York!



## Paramount Pictures

### OUTCLASS THE FIELD



# "BIG BOY"



*A great box-office  
bet in the new*

## Juvenile COMEDIES

HIS latest work stamps "Big Boy" as the greatest baby star the screen has ever produced.

Here's a two-year-old youngster with an almost uncanny ability as an actor, whose antics will tug at the heartstrings of every man and woman, and bring roars of laughter from them as well as from the kids.

*E. W. Hammons* presents

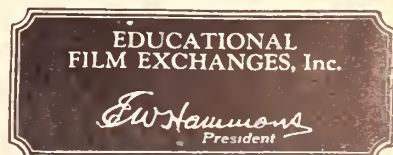
# "MY KID"

"That precocious kid with the derby and the big shoes does his best work thus far. 'Big Boy' is without doubt a wonder for his years, and does some bits that would do credit to a full grown star . . . This offering is going to make a host of new friends for the baby star . . . A fine comedy for any type of house."

—FILM DAILY

"This particular one of the 'Big Boy' series is delicious . . . Entertaining, whimsical, convincing and any other laudatory adjectives you wish to use, is 'My Kid.'"

—MOVING PICTURE WORLD



Member, Motion Picture Producers  
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“Greater Movie Season

So

at



An Ernst

Greater Movie  
Season Hits for all  
the Year! 26 Warner



# son Ought to Place **THIS IS PARIS** the top of any list ! ”

*Declares the Daily News New York*

**3 New Record Weeks**  
FORUM THEATRE  
LOS ANGELES

**3<sup>rd</sup> Record Week**  
CAMEO THEATRE  
NEW YORK

**Lubitsch**  
PRODUCTION

STARRING

**MONTE BLUE**

AND

**PATSY RUTH MILLER**

with Lilyan Tashman  
Andre Beranger-Myrna Loy

*Winners  
on the Way*

Still another Warner Bros. picture  
Hitting the highspots of profits!  
Acclaimed by every critic—  
Applauded by the public!

It's a habit with Warner Bros. Pictures  
Every one registers with a bang!

“BROKEN HEARTS OF HOLLYWOOD,”  
The sensational revelation of life  
behind the picture screens!

“A HERO OF THE BIG SNOWS,”  
Rin-Tin-Tin, the wonder dog,  
in his greatest picture achievement!

“THE HONEYMOON EXPRESS,”  
Irene Rich in a new role!  
With a punch finish that makes it big!

WARNER BROS. big new profit-getters!  
Ready now to make this week, next week,  
Any week a bigger-profit week!



## Better in Every Way

The new inside frost Edison MAZDA Lamps give much more light and better diffused light than outside frosted lamps. They are more pleasing in shape, are pearl grey in color and blend perfectly with any background. For efficiency as well as for decorative lighting these new lamps are unequaled by any other type of lamps made.

Five sizes of the new inside frost lamps meet lighting requirements that previously called for forty-five types and sizes of clear and outside frosted lamps. The savings effected through simplified production are passed on to you. For though the new lamps are better in every way than the old types of frosted and clear lamps, which they replace, they sell at practically clear lamp prices.

Specify the new inside frost Edison MAZDA Lamps when you need lamps for any part of your theatre.



EDISON MAZDA LAMPS  
A GENERAL ELECTRIC PRODUCT





## *Four Smashing Sea Pictures*

**W**HAT a bet for *any* box-office! A SERIES OF FOUR smashing sea pictures, starring LEFTY FLYNN, featuring MARJORIE DAW, picturized from four of JACK LONDON'S world-famous novels of the sea. These three names alone spell mighty melodrama!

**A**DD to that the fact that the series is being produced under the direction of Harry Revier and supervised by David O. Selznick for Albert I. Smith Productions, Inc.—a further guarantee of box-office strength and full production value.

**T**HINK what these sea pictures will mean to your program. Think of the variety they'll lend with their rugged drama, swift action, clashing emotions, flaming passions, tender love -- all portrayed against the most exciting and thrilling backgrounds of storm-swept seas and sun-kissed shores ever filmed. Man, this series IS a bet for any box-office. GRAB IT!

---

*THIS is announcement No. 7 regarding the Associated Exhibitors' product for 1926-27. No. 1 announced Bill Cody in six Westerns; No. 2, Sandow, the dog, in six action features; No. 3, Confessions Series of four; No. 4, Buffalo Bill, Jr., in six Westerns; No. 5, Wally Wales in six Westerns; No. 6, Buddy Roosevelt in six Westerns.*

---

## *Associated Exhibitors, Inc.*

*Lewis J. Selznick, President*



# NEW YORK ABLA

## Metropolis Goes Up In Fla The Galloping Ghost!

Smashing to Atoms the Opening Day Record of  
Harold Lloyd in "The Freshman," Colony Theatre,  
New York! Colossal World Premiere! Sept. 5th!

Red's Amazing Personality! Sam Wood's Mastery!  
Byron Morgan's Genius! Merged in the Year's  
Greatest Achievement!

# RED GI

Distributed by  
**GREATER**

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FILM BOOKING OFFICES  
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# AZE

## mes Over

JOSEPH P. KENNEDY  
presents

# and

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## ONE MINUTE TO PLAY

By Arrangement with C. C. Pyle and  
W. E. Shallenberger

A SAM WOOD Production

Story by BYRON MORGAN

**HELD OVER 2nd  
BIG WEEK!**

Member Motion Picture Producers and Distributors  
of America, Inc.—Will H. Hays, President



*Here  
comes  
Grange!*



# RED GRANGE

boots Harold Lloyd's "Fresh-  
man" record, Colony  
Theatre, for a clean goal!

*And How He Boots the Official*

# RED GRANGE FOOTBALL

Oh boy!

A real "Red" Grange Foot Ball. One that "Red" says every American Boy will be proud to own—and "Red" knows. Full regulation size, cowhide foot ball with an air valve so that it can be inflated in a jiffy like an auto tire. It's READY LACED, too! Simply pump it up and it's ready for play.

Each ball is stamped with "Red" Grange's own signature and "Red" has asked us to pack one of his autographed photogravures along with it for you in a handsome box. Complete with Seamless bladder and compression pump, \$5. Also, there's a "Red" Grange Foot Ball at \$3.50, same as above regular size except without ready laced and air valve features. Then there's one that sells at \$2, regulation size and made of genuine *John Reid* cowhide—a dandy ball for the money.

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**Wilson**  
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Greatest Football Merchant  
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Give away SIX Red Grange foot-  
balls to the most popular kids in  
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Use Red Grange footballs to pack  
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"One Minute to Play."

*There's a Wilson  
Dealer in Your Town!*

Get in Touch With Him

**RIGHT NOW!**

*Wilson-Western Sporting Goods Co.*





# New York's Millions Are Eating Up "ONE MINUTE TO PLAY"

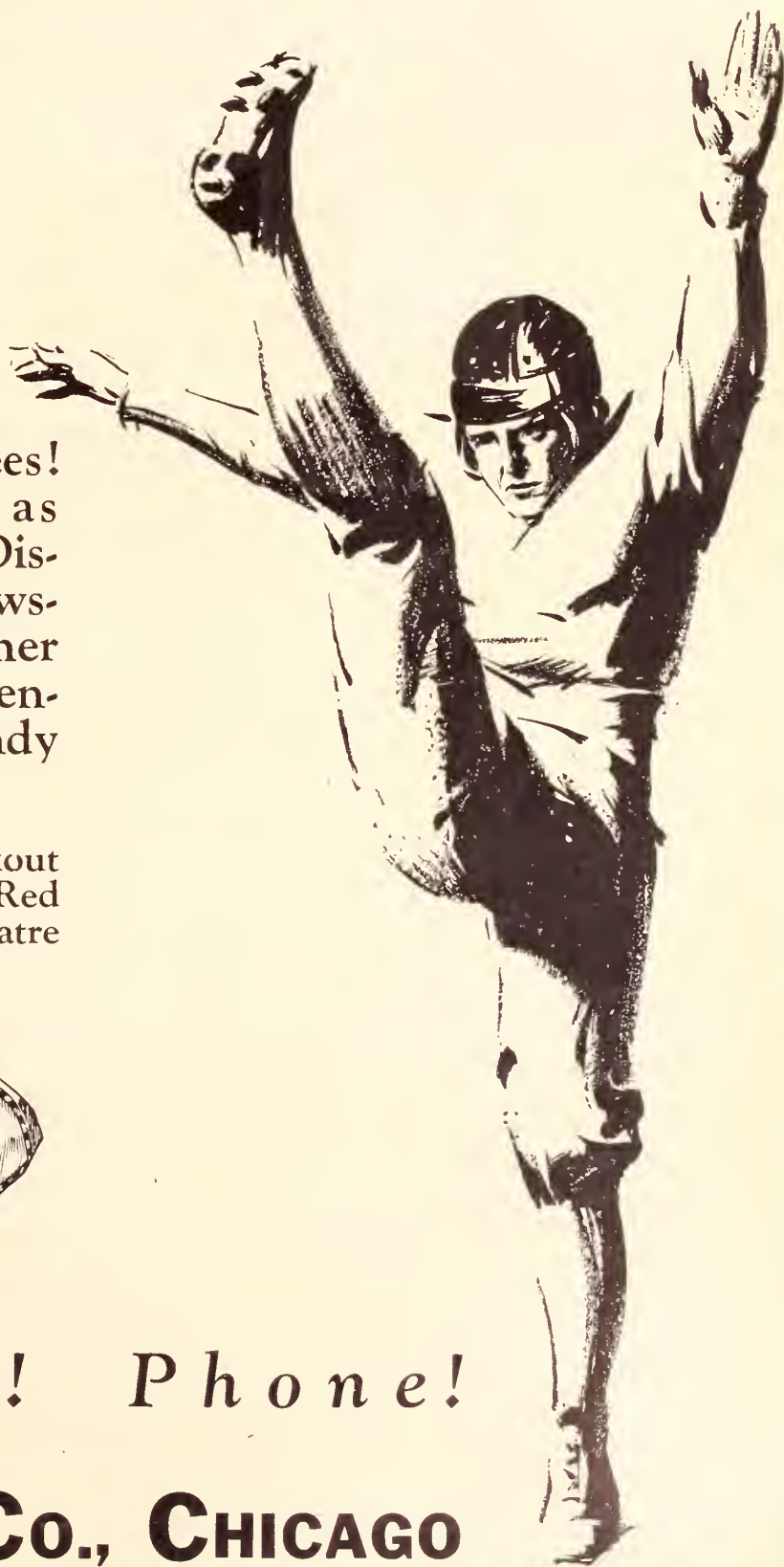
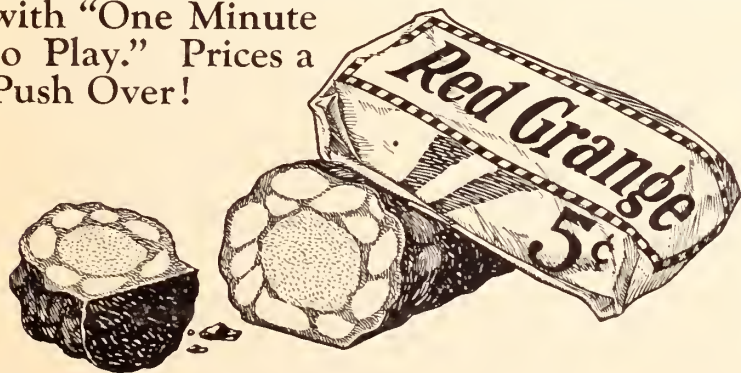
Just As The Nation's Millions  
Are Enjoying

## Shotwell's

### RED GRANGE CANDY BAR

Give Red Grange Candy Matinees!  
Distribute Red Grange Bars as  
Souvenirs! Arrange Window Dis-  
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Push Over!



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**SHOTWELL MFG. Co., CHICAGO**



# Oskey! Wow! Wow!



OFFICIAL  
*Red Grange*  
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SWEATER



## RED GRANGE

Smashes  
Harold Lloyd's  
"The Freshman"  
Opening Day Record  
At The Colony, N. Y.

## RED GRANGE SWEATERS

have been smashing the Public for weeks!

To Exhibitors Showing  
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in  
"One Minute to Play"

We will furnish at manufacturer's cost through the merchant handling RED GRANGE SWEATERS in your city, sweaters to be presented by you, from your stage on High School Night to members of your High School team.

The merchant will provide, a week in advance, a most attractive window display and co-operate with you in drawing attention to "One Minute to Play" at your theatre.

If you are not acquainted with the name of our merchant, write or wire us.

*Don't Miss This Live-Wire Proposition!*

*Get Busy Right Now!*

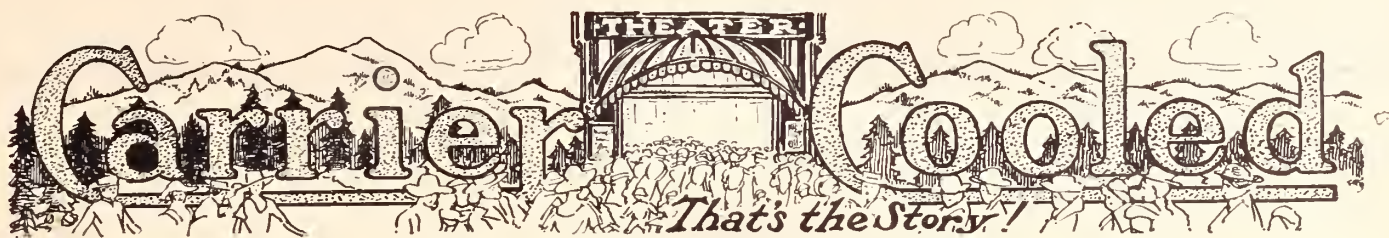
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ONE of the many important and exclusive features of the Carrier System for cooling and dehumidifying the air in theatres and public buildings is Carrier Centrifugal Refrigeration.

There are other machines which will produce cooling but none so compact, so simple and dependable in operation, so entirely safe and so efficient as the Carrier Centrifugal unit. This machine has been invented, designed and developed by Carrier Air Conditioning Engineers to specifically meet the problems of air cooling and dehumidification within buildings.

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Carrier Centrifugal Refrigeration is combined with the complete Carrier System which cleanses the air, automatically establishes and controls ideal conditions of Temperature and Humidity and diffuses the conditioned air uniformly through the theatre.

The whole is backed by the long experience of a trained organization of Air Conditioning Specialists. A part of each Carrier Contract is the *guarantee* to produce specified results.

Theatre owners, architects and engineers are invited to investigate the results accomplished in Carrier Cooled Theatres. Our book, "Theatre Cooling" and a list of Carrier Cooled Theatres will be sent upon request.

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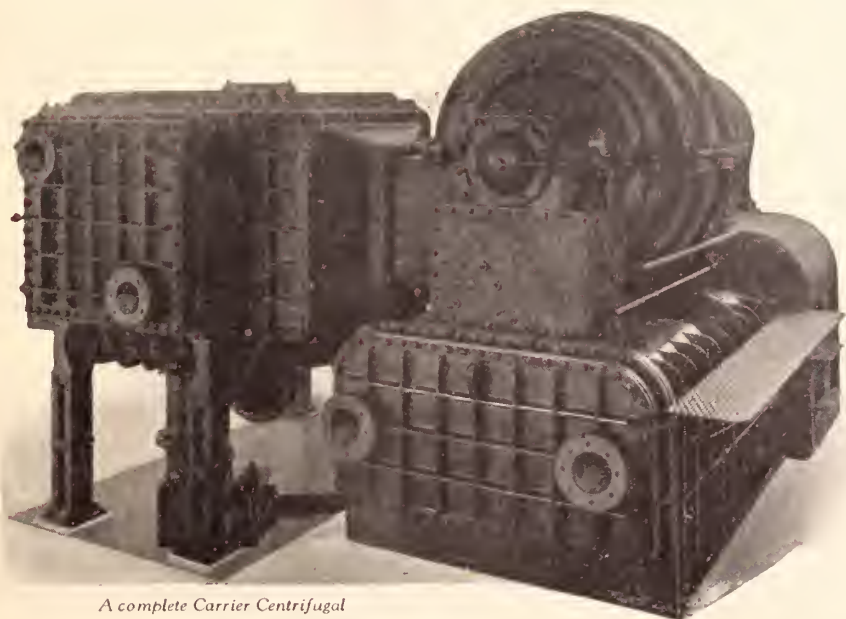
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A complete Carrier Centrifugal  
Refrigeration unit



*Yessir! This is Univer*

***not  
not  
but***



Presented by  
Carl Laemmle

From the sensation  
musical comed  
success by Will  
Johnstone and W  
R. Anderson wit  
Blanche Mehaffey.

**TAKE IT**



*sal's GREATEST Year!*

*merely a Reginald Denny Comedy---  
and that's saying a mouthful!*

*merely Reginald Denny in a WILLIAM A. SEITER  
PRODUCTION--and that's saying a whale of a lot!*

**DENNY  
SUPER  
COMEDY  
AND THAT'S SHOUTING!**

**FROM ME"**



# A S E N S A T I O N

## ~~ARCTIC NU-AIR~~ System Completely Controlled Ventilation

### Read the Facts

Controlled Ventilation—ventilation as needed—when needed—where needed!

Now a system of ventilation for your theatre that solves not only your summer cooling problem, but your winter comfort problem as well.

#### Horton Variable Speed Pulley

Completely Controlled Ventilation became a reality with the adoption of the famous Horton Variable Speed Pulley as the means of controlling the volume of air.

This remarkable invention provides almost unlimited flexibility. The speed of the impeller wheel can be regulated to give 300 changes of air volume through the operation of a lever. It can be operated by remote control—right from the box office if desired.

#### Reduces Current Consumption

Volume control through the Horton Pulley saves electricity. When you reduce the volume of air you also reduce the consumption of current. Compare this with the more costly variable speed motor which permits but few changes of speed down to 50%, and uses as much if not more current at lower speeds than at maximum speed.

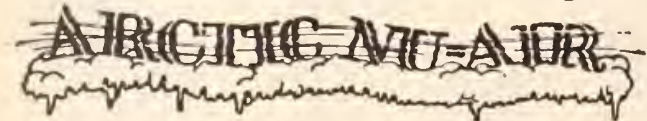
Exhaustive tests under the supervision of Horton and Arctic Nu-Air electrical engineers proved that a 50% reduction in the speed, or volume, of the Horton Pulley Equipped Arctic Nu-Air Impeller reduced the motor current consumption to 70%.

Requiring a less costly motor to operate and decreasing the current consumption in even greater ratio than the reduction of speed the Horton Pulley effects economies that are reflected in the low initial cost and operating expense of the Arctic Nu-Air System.

#### Present Arctic Nu-Air Owners Can Now Have Controlled Ventilation

Your present Arctic Nu-Air Cooling and Ventilating System can be equipped to give you the year 'round advantages of *Completely Controlled Ventilation*. No change in your present installation is necessary.

Send the coupon and get all of the facts concerning Arctic Nu-Air Controlled Ventilation—the greatest achievement in the field of ventilation and cooling.



#### System of Controlled Ventilation

Over 1,500 Arctic Nu-Air Systems now in use in theatres, stores, cafes and offices.

## 300

### Changes of Speed to fit all seasons

Winter—Summer—Spring—Fall

## 50%

is the limit of speed reduction with variable speed motor.

## 150% More!

Cost of variable speed motor against constant speed motor.

## 1 H.P.

Less than 1 H.P. of current consumed when running 75 revolutions per minute (winter speed) with a 5 H.P. motor.

*Your Present Arctic can be equipped with Horton Variable Speed Pulley.*

### ARCTIC NU-AIR CORPORATION

818 State Lake Building  
Chicago, Ill.

Mail The Coupon—Get The Facts

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Arctic Nu-Air Corp., Dept. 200  
818 State Lake Bldg.,  
Chicago, Ill.

Gentlemen:

Give me the facts about Completely Controlled Ventilation.

Name.....

Address.....

City.....State.....









Harry Langdon Corp.  
presents

# Harry Langdon in The Strong Man

Directed by Frank Capra  
A First National Picture





# HE ASKED HIS WIFE!

*—an exhibitor's story that will interest you  
and your family*

**A** prominent showman of the Middle West  
**SAYS:**

**"THE** greatest salesman for Metro-Goldwyn-Mayer product  
**AS** far as my theatres are concerned  
**IS** my own wife!"

**THAT** sounds logical.

**AND** it's doubtlessly true of the wives of hundreds of showmen who have  
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**ASK** your wife if anyone wears clothes like Mae Murray

**OR** is a greater comedienne than Marion Davies

. . . Ramon Novarro, Lon Chaney, Buster Keaton . . . the women know!

**METRO**-Goldwyn-Mayer certainly has the stars!

**AND** you know that week in and week out it's the stars that count.

**THE** wife of that showman in the Middle West

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**SHE** wants her husband aligned with Young Blood in pictures,

**THE** company that because of its daring and boldness has grown to be the  
Biggest of them all.

**DON'T** be afraid to ask your wife's opinion about pictures.

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**ASK** her tonight.

**SHE'LL** tell you

## METRO-GOLDWYN-MAYER



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The best directors in the industry have been assembled to produce Fox Pictures.

You exhibitors only need to look at the names and faces on this page to be convinced of that. You know what these men have produced.

You have made money on their pictures in the past—and you know what to expect when they are given the plays and stories on the Fox schedule and a brilliant array of actors from which to select their casts.

The first of this season's product has proved the box-office quality of Fox Pictures. As the season advances, each new production will prove that this box-office quality is absolutely dependable.

Fox has the stories and plays!

Fox has the stars and players!

**FOX HAS THE DIRECTORS!**

**FOX HAS THE PICTURES!**



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IRVING CUMMINGS



R. WILLIAM NEILL



GEORGE H. MELFORD



**FOX** profit pictures

## The Line-up for 1926-27

What Price Glory  
7th Heaven  
One Increasing Purpose  
3 Bad Men  
The Music Master  
Is Zat So?  
Fig Leaves  
The Auctioneer  
The Return of Peter Grimm  
The Lily  
The Country Beyond  
Cradle Snatchers  
The Monkey Talks  
"Marriage License?"  
Mother Machree  
Gaby  
The Family Upstairs  
The Blue Eagle  
Bertha, the Sewing Machine Girl  
The Holy Terror  
Ankles Preferred  
Womanpower  
The Second Year  
Wings of the Storm  
Upstream  
The City  
Whispering Wires  
Married Alive  
Hidden Charms  
The Congressional Medal  
Going Crooked  
The Midnight Kiss  
My Wife's Honor

and  
don't  
forget -

*Tom Mix*

7 All-Western Productions  
His Biggest and Best

**BUCK JONES**

7 American Outdoor Pictures

also

**- YOU  
PLAY  
'EM**

and reap the  
benefit of  
their brains  
and experience

Coming  
Big Surprise  
Special

**SUMMER  
BACHELORS**

By WARNER FABIAN  
Author of  
FLAMING YOUTH  
with MADGE BELLAMY  
ALLAN DWAN Production



# THE COMEDY S

IT'S ALL  
IN FUN!



*Viola Dana*



*Vera  
Gordon*



*Nat  
Carr*

Member of Motion  
Picture Producers and  
Distributors of America,  
Inc., Will H. Hays,  
President.



# HARRIER OF 1926-27

JOSEPH P. KENNEDY  
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**ANOTHER ROARING  
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Terrific Laugh Upheaval  
Against a Background of  
Shamrocks and Pickled-  
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The Kellys and  
Ginsburgs! The  
Sullivans! And Sol-  
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in the Grandest  
Hodge-podge of  
Fun the Industry  
Has Ever Known!

From the  
play by  
Leon De Costa



Directed by  
James Horne

שלום עליכם

Hot on the Flying Heels of Red  
Grange! Laddie! Bigger Than  
Barnum's! Her Honor the  
Governor! Comes This Rous-  
ing Clicker! Based on the in-  
ternational stage hit! With  
box-office records strewn from  
coast to coast!

Distributed by  
**GREATER  
FBO**  
FILM BOOKING OFFICES  
OF AMERICA, INC.



# Mary Pick in "SPARROWS"

17,000,000

reached by

NATIONAL  
ADVERTISING

Book the picture and let  
your box office benefit by  
this business building  
advertising campaign.



From FILM DAILY, July 6th

## "SPARROWS"

"What a picture! Mary Pickford has never done anything better,—and that's covering a lot of ground. 'Sparrows' is the type of production that exhibitors will long remember.

It is delightful. It is poignant. It is a potpourri of these and many other things, all of which spell dollars at the box-office.

## THE LITTLE MOTHER

Mary does splendid work. Never has there been a more delightful and genuinely human group of children seen than in 'Sparrows.'

## SURE-FIRE AUDIENCE APPEAL

There is a sequence wherein the children defy the treacherous swamps in order to escape the farm boss. It carries a kick. Led by Mary, the kiddies scramble one by one over a fallen tree which forms a sort of natural bridge. The alligators yawn below. Had grown-ups done it, the audience reaction would have been certain. But when the children do it, the wallop is magnified.

'Sparrows' is going to be talked about. This, partially because it has something beneath the surface.

What exhibitors want to know concerns its drawing power. Mary's picture has it. The production deserves the success it will get. It's a meritorious picture from every angle. And all those concerned with its making have the right to feel that they have turned out one of the industry's best."

—KANN

—and all box-offices where "Sparrows"  
has played agree with him.

UNITED ARTISTS PICTURE

Each Picture Sold Individually—On Merit



# ford



October, 1926

The Ladies' HOME JOURNAL

Liberty



Mary Pickford

After all—there is but one Mary Pickford  
the brightest name in Motion Pic-  
ture History

Now—although to add emphasis to her lead-  
ership Miss Pickford has produced "Sparrows"  
her gay, boydomish, laughable "peaks"—but  
striking a deeper note. This time you see her  
in a story of tremendous dramatic strength  
and she with terrific suspense and  
power

The Mary Pickford you have always loved is  
here—but in this picture she is a glowing  
dramatic figure you have never met. See her  
as Molly in

"SPARROWS"

UNIVERSAL LANSING PICTURES  
SOON AT YOUR THEATRE  
WATCH FOR IT!

October 2, 1926



Mary Pickford

After all—there is but one Mary Pickford  
the brightest name in Motion Pic-  
ture History

Now—although to add emphasis to her lead-  
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The Mary Pickford you have always loved is  
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dramatic figure you have never met. See her  
as Molly in

"SPARROWS"

UNIVERSAL LANSING PICTURES  
SOON AT YOUR THEATRE  
WATCH FOR IT!

October 2, 1926



**17  
MILLION**  
Reached by this  
**NATIONAL  
ADVERTISING**

October 2

Liberty



The Ladies HOME JOURNAL



Douglas Fairbanks

Pirates! Buried Treasure! Pieces of eight! Fairbanks! The salt tang of the Roaring Sea! The rollicking zest of Doug himself! Here is a film that will fill your lungs with the adventurous air of Pirate Days! The story of a bold buccaneer's love for a beautiful lady, told against a background of the sweeping sea, armed galleons and the black flag of piracy. Only Douglas Fairbanks could make such a picture. In glorious natural colors [Technicolor Photography]


banks

TE

October

September 18

THE SATURDAY EVENING POST

**Douglas Fairbanks**

Pirates! Buried Treasure! Pieces of eight! Fairbanks! The salt tang of the Roaring Sea! The rollicking zest of Doug himself! Here is a film that will fill your lungs with the adventurous air of Pirate Days! The story of a bold buccaneer's love for a beautiful lady, told against a background of the sweeping sea, armed galleons and the black flag of piracy. Only Douglas Fairbanks could make such a picture. In glorious natural colors [Technicolor Photography]

**THE BLACK PIRATE**

UNITED ARTISTS PICTURE

SOON AT YOUR THEATRE...WATCH FOR





# Douglas Fairbanks

## in "THE BLACK PIRATE"

peaks for Itself Right at the Box-Office

### NEW YORK CITY

NINE—weeks at advance prices the Selwyn."

TWO—weeks at the Strand. Because of the fact that there are future bookings at the Strand 'The Black Pirate' will not remain for a THIRD week ALTHOUGH THE BUSINESS WOULD HAVE JUSTIFIED HOLDING IT OVER FOR ANOTHER."—Variety.

### HAMILTON, ONT.

Broke all house records of the Regent."

### SAN FRANCISCO

WO—big weeks at the Imperial.

### NEW LONDON, CONN.

Broke opening day record at the town and finished week to tremendous business."

### DENVER

"Opened at the Victory to such business had to give midnight show first and second night. First week of showing third largest in history of house."

### ROCHESTER, N. Y.

"Business very big at the Eastman."

### ATLANTIC CITY, N. J.

"A capacity run at the Virginia."

### MONTREAL

"ONE week to tremendous business at the Capitol."

### VANCOUVER, B. C.

"One of the Capitol's greatest weeks."

### VICTORIA, B. C.

"Phenomenal business at the Dominion."

### KANSAS CITY, MO.

"Opened its indefinite run at the Royal to crowded houses."

"The Outstanding Picture To-day."

—Cleveland Plain Dealer

UNITED ARTISTS PICTURE

Each Picture Sold Individually—On Merit





# If You Know What's Good for You

{and of course you do—}

## BOOK

# SWEET ROSIE O'GRADY

*Featuring*

## SHIRLEY MASON in

*A fascinating Romance of a Cinderella  
of the Sidewalks ~ with Thrills and Frills~*

Directed by  
**Frank R. Strayer**

COMBINE the cash pulling power of "Mickey," "Abie's Irish Rose," "Potash and Perlmutter" and "The Cohens and Kellys," and you'll get an idea of what "Sweet Rosie O'Grady" will do at your box-office.

We've started your advance campaign to the millions who will want to see this one. Through announcements in The Saturday Evening Post.

Book  
24

Columbia Pictures



# COLUMBIA

A NATIONAL



# PICTURES

INSTITUTION



*This Remarkable Camera Already a Marvelous Success in*  
**FOUR Great Fields of Professional Service**

- 1.—Newsreel Scoops
- 2.—Stunt Pictures by Professional Producers
- 3.—Exploration Pictures
- 4.—Neighborhood Movies

*MAKES MOVIES AS THE EYE SEES*  
**Eyemo**  
REGISTERED

*Automatic*  
**PROFESSIONAL  
 MOTION PICTURE  
 CAMERA**

*Profit for you in one  
 or more of these uses*

1. In response to a universal demand for a light, automatic, professional camera which would approximate the work done by our larger Pioneer Standard B. & H. Camera, the Eyemo was perfected and made available for general use less than a year ago.

Already it is considered indispensable for field use in every enterprise involving the making of professional motion pictures.

In Newsreel Scoops it stands supreme, having given the world first visual news of the sinking of the Japanese Steamer, "Raifuku Maru," the rescue of the "Antinoe" crew, the Mauna Loa volcanic eruption, the recent Arsenal explosion, and many other unusual happenings which have been flashed on the screens of the world. Eyemo is used by International, Pathe, Fox, Kinograms, Universal, Paramount and others to scoop the picture because it is thoroughly professional—and so compact and light that it can instantly be brought into use wherever things are happening.

2. Eyemo is used for professional production purposes by Universal, Famous Players-Lasky, Warner Bros., Mack Sennett, Metro-Goldwyn-Mayer, Charlie Chaplin, Christie and others. These people consider Eyemo absolutely necessary for getting stunt shots, special effects and testing locations.

3. Eyemo has been used in every recent exploring expedition of importance. It adds little to the weight of materials to be carried—and much to the weight of historic evidence brought back. The following expeditions are among those Eyemo-equipped:  
 Byrd Polar Expedition  
 Amundsen-Ellsworth Polar Expedition  
 Speer Expedition  
 Bering Sea Expedition  
 Third Asiatic Expedition  
 Smithsonian-Chrysler Expedition to Africa  
 African and Mongolian Expedition of the American Museum of Natural History  
 U.S. Dept. of Interior Geological Survey (Alaskan)

4. The most recent activity of Eyemo is "putting the neighborhood in the movies"—the new idea that is coining money for local exhibitors. The Chicago Daily News has instituted a local screen service which has already been accepted by forty theatres. The Detroit News and other newspapers and independent exhibitors everywhere are also using this idea. It is bringing wonderful results in box-office returns.

*The coupon here will bring you further information on any use of Eyemo which interests you. Mail it.*



**BELL & HOWELL CO.**  
 1827 Larchmont Avenue, Chicago, Ill.

New York      Hollywood      London

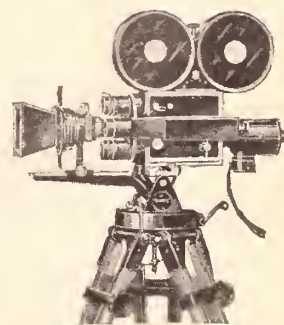


*This shows how easy Eyemo is to handle and operate. Simply sight through the spy-glass viewfinder and press the trigger. Eyemo uses standard 35mm, 100-ft. daylight loading rolls or 120-ft. darkroom load. Full specifications given in literature the coupon will bring.*

## THE PIONEER

The Bell & Howell Company are pioneers in the motion picture industry, having by superior design and construction brought about the present standardization of producing equipment.

The illustration on the right shows one of the late model Bell & Howell professional studio cameras used almost exclusively by the foremost producers the world over. Eyemo standard portable camera is rapidly gaining the same reputation for superiority in its field.



## MAIL THIS FOR MORE INFORMATION

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 1827 Larchmont Ave., Chicago, Ill.

Please send me your special circulars describing the Eyemo Camera and its uses.

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# at a girl Duchess!

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9th Class	10th Class	9th Class	10th Class
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99th Class	100th Class	99th Class	100th Class

**WESTERN UNION TELEGRAM**

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NED DEPINET  
FIRST NATIONAL PICTURES NY  
DUCHESS OF BUFFALO MET WITH WONDERFUL  
RECEPTION AT CIRCLE PICTURE DELIGHTED  
ALL OUR PATRONS REGARDS  
ACE BERRY



When she did the danceski on the Nevsky—she turned down enough Titles to start a library! But over here she's earning a lot of NEW titles: "Baroness de Box-Office"—"Queen of Light Comedy"—"The Dollar Princess."

She got by the Customs—but the Internal Revenue Department of the Capitol [N.Y.] held her for 2 weeks!

Now she's looping 'em at the Circle [Indianapolis]. And in her home town, even Niagara falls for her!



Joseph M. Schenck  
Presents  
**CONSTANCE TALMADGE**

in  
**The Duchess of Buffalo**

with  
Tullio Carminati  
Screen story by HANS KRALY  
Based on the Hungarian Play "Sybil", written  
by Max Brody and Franz Martos  
A SIDNEY FRANKLIN  
Production

**A First National Picture**



# Motion Picture News

Volume XXXIV

NEW YORK CITY, SEPTEMBER 18, 1926

No. 12

## Stability

TALKING with an executive of an automobile company, the other day, and discussing makes of cars from the buyer's viewpoint, he said: "Oh, well! Most all cars are good, these days."

We did some reminiscing then; over the early and chaotic days of the automotive industry; when the public demand was great but plants and man power much slighter than today; of how new makes of cars were announced right along and territorial rights sold before even a plant, let alone a car, was built. Competition was feverish, there was vast over-production, and save with a few organized concerns the quality of the product was not well-assured.

\* \* \*

And then I told him what a close and interesting parallel exists between the careers of that industry and our own.

It wasn't long ago that the possession of a single star determined the competitive position of a producer. Today, great stars go from one distributor to another, with no disturbance.

In those earlier days two or three directors could get together and change the production map. The acquisition of a single distinguished author was a matter of acclaim. Technicians were so few as to be greatly distinguished. Studios were many, but mere garrets or shacks compared with the big and departmentalized plants of today.

All this has come about by degrees and we are only now well along the road. There is much to come in picture making, it is coming right along and importantly. But the point is that today a very large part of our pictures are good. They will be constantly better.

And the consequence is that the industry is far more stable today than ever before; and there is more stability to come.

With this new stability, we will have to revise some of our industrial traditions, and fears.

Theatres used to worry about product—especially big theatres that had invested a million or more, and were constantly afraid that next season's pictures would not fill their seats; or else they were afraid that the making of good pictures would get in the hands of one concern and enable that concern to take over the theatres.

That concentration of power never came about and it never will.

This year the selling competition is stiffer than ever before in the industry's history. Exhibitors a few years ago were quick to tell you that they had to have either one or two leading services in order to feel secure. They don't talk that way today. They don't buy that way this year; they use judgment as well as independence and they are taking into account not only the matter of product but the business treatment accorded them by the various distributors.

\* \* \*

Another bugaboo that is passing is that of the first-run.

There have always been too many pictures that were believed to deserve first-runs; and the first-run theatres always complained that they never could get adequate product.

Neither contention need be discussed today because the trade importance of the first-run is fast passing. Neighborhood theatres are building and will continue to be built on such a scale that they can and will pay the prices and do the advertising that once made the downtown house so great a factor in the trade.

Things move too fast in this business and in too big a way to let traditions—half-baked ones at that—last very long.

*W. A. Johnston*



# MOTION PICTURE NEWS

SEPT. 18  
1926

Vol. XXXIV  
No. 12

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Room 616 Security Bldg., Hollywood,  
California

## Speaking Editorially

THE conference between the President and Mr. Hays, in which the decision was reached to preserve films of historical importance in the Government archives, has attracted wide comment in the press.

The New York *Herald-Tribune* points out editorially: "If there will be room in the new Archives Building in Washington for at least 20,000 films and negatives, the pictures of outstanding national interest can easily be garnered, and in a hundred years they will have a human value at least equal to the state documents of these times."

This would seem rather an understatement of the importance of the project. The motion picture, properly preserved, will be a far more vivid human document than a state paper could possibly be—at least to the masses.

The *Tribune* goes on: "A motion picture library much more extensive than the Government can accommodate might be established and securely housed by the motion picture industry as a legacy to its successors and to a future public which may pay \$10,000,000,000 a year in admissions, ten times as much as last year's total."

This is a very interesting suggestion, on one hand, and a prophecy of future growth, on the other, which gives every indication of being fulfilled, judged by the present amazing rate of progress of the industry.

\* \* \*

THE big future ahead of motion pictures also engages the attention of The New York *World*. Commenting upon Mr. Hays' conference with the President, the *World* adds: "The possibilities of the films now seem illimitable. The part they play in the daily life of the average person has just been impressively shown in the death of a favorite movie actor; that they may, and should, play an important part in the education of the educated, through the preservation of pictures of history in the making, is quite as clear."

\* \* \*

ACCORDING to the always intelligent viewpoint of John Grierson, the Scotch critic and author, who spent some time in Hollywood studying the American picture proposition from every possible angle, its future lies in the development of the epic

theme. Granting to the American screen industry the best comedians and greatest comedies and that Hollywood is most fortunate in its natural resources for picture-making of any place in the world and with a plethora of feminine beauty to call upon for beauty shows and fashions the defect is in the American ability, up to now, at least, to make really great epic tragedies.

In time we doubtless will overcome this handicap also, but emotionalism, according to the eminent Scotchman, is not entirely a matter of purchase at any time. In an article in the *Herald-Tribune* (N. Y.) Grierson pays tribute to Chaplin, Raymond Griffith, and Langdon as the comedians par excellence.

"I suggest that there is something in the national destiny that makes America weak (for the present) in the sense of tragedy," Mr. Grierson continues. "America is very rightly preoccupied with the conquering of the material world and in the extension of the work of men's hands. It is not greatly interested in the about-it-and-about of philosophy and fate, which lies at the root of tragedy. There is no good reason why it should be.

"This gives the suggestion that the American cinema will do something in epic as well as in comedy. By epic I mean the recounting of great ambitions and great achievements, great hopes and great disasters, principally physical. Hollywood made a fine job of 'The Covered Wagon.' It made a good job of 'The Pony Express,' 'The Iron Horse,' and 'The Vanishing American.' America, with its sense of physical bignesses and the great spaces, can do that sort of thing. Europe (with the possible exception of England) is too interested in its intellectual and emotional bowels to compete."

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The latest picture of Carl Laemmle indicates that the Universal chief is rapidly getting back into form.

# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston

**T**HIS week brought remarkable business to Broadway. Last week was good, on the whole, but this week, as we write, bids fair to set several records. Labor Day in New York marks the end of the summer lull, and thoughts turn from auto trips to amusements.

Sunday was a remarkably good day for all of the houses up and down the Rialto, despite the exodus of week-enders. Monday saw amazing matinee business piled up, but the storm which broke at 5 o'clock in the afternoon paralyzed traffic and made heavy inroads on what would have otherwise been a record day for several Broadway houses.

Starting on upper Broadway and working south, the Colony Theatre got off to a remarkable start with "One Minute to Play," "Red" Grange making a personal appearance amidst excitement and cheers. The picture scored heavily, and the Sunday house record of \$7,100, hung up by Harold Lloyd, was announced as having been broken by some two hundred dollars. As this is being written, business continues remarkable, with every indication of a record figure on the week.

At Warner's Theatre, Vitaphone and "Don Juan" continue to pack them in, with seats selling weeks in advance and hard to get, at that.

At the Capitol, "Mare Nostrum," following its long run at the Criterion at \$2 prices, was breaking records. The Capitol always does big business with a picture played following an engagement in a legitimate house, but it does not always break records. Standing room was being sold on Sunday, and on Monday (Labor Day seems to be a day for breaking records at the Capitol), the matinee record, set a year before by "Graustark" and broken the week previous by "Battling Butler," was smashed by a thousand dollars. Except for the storm, Labor Day would probably have

seen a new day's record set at the Capitol. On Tuesday, business was again rushing. The Capitol must do a certain figure by Wednesday to insure holding the picture over for the following week—and on this Wednesday "Mare Nostrum" had passed that figure by more than fifty per cent! This is particularly interesting, in view of the disputed popular appeal and box-office slant of "Mare Nostrum." After such a long run at the Criterion, it seems to us, word-of-mouth cannot have failed to let New Yorkers know what manner of picture it is, and the way it is packing them in at the Capitol certainly would seem to indicate that there is a definite public for it.

Comedy holds the boards at the Rivoli and the Strand, with "Hold That Lion!" (Douglas MacLean) and "The Strong Man" (Harry Langdon) respectively. The Rivoli suffered with the others from the Labor Day storm, but there is every indication that the figure for the week will bear strong proof of the surpassing popularity of comedy. At the Strand, the house was filled on Sunday before the 2 o'clock de luxe performance started, and waiting lines were in evidence during most of the day. Monday matinee business taxed the capacity of the house, and slumped after the storm with the others. On Tuesday, aided by splendid newspaper notices, the Langdon vehicle was again pulling them in in droves.

"Variety" at the Rialto continues its amazing performance. "How many times have you seen 'Variety'?" has become almost a game in New York. House attendants say that the number of repeaters is beyond belief, and probably no picture, with the possible exception of "The Big Parade," has attracted so many return visits.

"Beau Geste" is sitting on top of the world at the Criterion, with the small house doing capacity. "The Big Parade" and "Ben-Hur" have lost none of their potency at the Astor and the George M. Cohan, with the former slightly stronger.

We venture here the prediction, however, that this New York situation is going to be reversed on the road. "Ben-Hur," to our mind, is going to set records, everywhere, and if the small towns aren't turned upside down by it we shall be very much surprised. "The Big Parade" will do business, of course, but it seems to us that "Ben-Hur" is an even better picture for the smaller cities and towns. "Ben-Hur," with its religious angle, and the millions who remember the title and story, is ready-made for the small community. "The Big

Parade" is less easy to advertise in advance—and its success in New York, let us admit honestly, will mean mighty little in Kokomo and Kankakee, deluged as they have been with stories of this and that picture's reception in New York, only to be handed a "lemon" which had been given a forced run in a Broadway house.

\* \* \* \* \*

**R**USSELL HOLMAN, advertising manager of Famous Players, writes: "You carry a lot in your columns about press sheets. Attached is the type of press sheet which this department turns out at the rate of two and three a week regularly, a month in advance of the first showing of the pictures. Please note how practical and bunkless this press sheet is and tell me what a sensible exhibitor could find to kick about in it."

This forms an interesting addition to the press-book discussion, which has been going on in Motion Picture News for several weeks. Evidently, a very live topic.

We have had occasion before to note—in fact, we noted it in the original editorial which brought forth the press book discussion—that the Paramount Showman's Manual, originated by Mr. Holman, is the best thing of the sort we have seen.

\* \* \* \* \*

**M**EANWHILE, the discussion has attracted attention overseas, where *The Film Renter*, in a recent issue, devotes its lead editorial to the subject. After reprinting some of the points registered by exhibitor letters to MOTION PICTURE NEWS, the British trade paper says:

"It is possible to fool some of the public some of the time, but it is difficult to bounce the wily showman into the belief that the average 'dope' with which he is supplied is really going to help him sell his pictures. Some of the publicity chiefs in this country, we gratefully admit, have learned their business, and the auxiliary literary matter they send out has a distinct selling angle. . . . But there are others, whose sole enterprise and originality in this respect seem to consist of transcribing a lot of platitudinous press cuttings from local newspapers, and filling up a lot of trivial details about the parentage of the actors and the pedigree of any animals who may be appearing in the play. Only the feeble-minded could waste their time studying such inane piffle."





Allene Ray, star of Pathe's "House Without a Key" serial, who will enter the Wrigley \$25,000 San Diego to Catalina Island swimming contest

## PICTURES AND PEOPLE

### A "RED" LUNCHEON

SPORTS writers and movie critics foregathered at the Astor on Tuesday noon to luncheon in honor of a star of both firmaments—one "Red" Grange, who after displaying some little aptitude for pigskin juggling essayed the equally hazardous celluloid arena, and again came off with honors.

"One Minute to Play," the first Grange starring vehicle, opened on Sunday at the Colony Theatre on Broadway, and immediately established both the box office value and the likable screen personality of the football hero.

"Big Bill" Edwards, the famous Princeton guard, presided at the luncheon and introduced the star, who made a most favorable impression by his modest bearing and engaging personality.



Lola Kreutzberg, noted woman explorer, who has brought to America a most unique picture made in Bali, "The Wonder Isle." (Photo copyrighted by Herbert Photos, Inc.)

### BALINESE BYPATHS

MISS LOLA KREUTZBERG, woman explorer and motion picture producer, has come recently to this country, after a seven months' stay in Java, Sumatra and the Island of Bali, with remarkable motion pictures made in the last-named location under the title "The Wonder Isle." After producing an animal film for Ufa of Germany in Java and Sumatra, Miss Kreutzberg proceeded on to Bali to make another picture of her own. She had heard particularly of the beauty of the Balinese women and of the remarkable temple dances, many of which had never been seen by the eye of a white man.

She found that the Prince of Bali was interested in preserving the Balinese dances for future generations, since the inroads of "civilization" make it likely that if fifteen or twenty years they will disappear. He could not aid her openly, however, without arousing



Hugh Gray, doorman of the Famous Players' Eastern studio for fifteen years, and once of Biograph, who died suddenly on Tuesday morning of this week. (M. P. News Photo)



Laura LaPlante, Universal star, who has just completed "Butterflies in the Rain," seems pleased with the new car which she recently purchased



Helene Denizon, of the Fokine Ballet, now touring the Publix houses in "Phantom Melodies," a presentation staged by John Murray Anderson



Sam E. Rork, prominent producer, and his daughter, Ann Rork, who is now playing her second screen role in his "The Blonde Saint" for First National. Her first was in "Old Loves and New"



Jim Beecroft, of The Herald, as he appeared when he was property man at the Horsley studios and played extra bits in "off" moments



the religious feelings of the natives. He managed to place her behind a wall where, by removing a stone, she was able to insert the camera lens and photograph the interior of the temple, which was open to the sky and well lighted.

After arranging for the American distribution of this remarkable picture, which shows all the beauties of Bali, she plans to return to Bali to produce a dramatic feature built around the life and customs of these people, after the manner of "Nanook" and "Moana."

A particularly interesting feature of this plan is the fact that it is the intention of Ufa to have this picture directed by F. W. Murnau, maker of "The Last Laugh," now directing "Sunrise" for Fox Films in Hollywood. Mr. Murnau is keenly interested in the idea, and is anxious to do it. The combination of his technical skill with the rare material which Miss Kreutzberg has unearthed should be a most happy one.

An interesting feature of her work is the fact that she travels entirely alone—no retinue of guides and guards, no interpreters, no scientists, no expedition. With her motion picture camera mounted on the front of her car, she is ready to start anywhere. All of her big game hunting has been done with a camera, and such is her hypnotic power over them that she has never been molested by a savage beast.

Miss Kreutzberg came to New York with the intention of making a lecture tour of the country with her Balinese picture, but immediately after arriving she was run down by an automobile on Broadway, painfully injuring her knee, which has confined her to her room for several weeks. As a result, it will probably now be necessary to cancel the lecture tour and return to Bali. She remarks that she will be glad to get back to the comparative safety of Bali, after her unfortunate experience with the dangers of Broadway.

## T VITAPHONE CONVERTS AL WOODS

THAT graduate of the melodrama school typified by "The Bowery After Dark," and for years one of the most prolific and successful Broadway managers, A. H. Woods, has become a convert to grand opera. At least he says he has and credits his conversion to the Vitaphone. The publicity goes three ways, so the story may have originated in the brain of any one of three men: William Guard, the courtly Chesterfieldian publicity man for the Opera Company; Bill Murphy, of Warners, or Samuel Hoffenstein, Woods' own erudite Boswell. Anyway Woods says that after hearing Anna Case and Martinelli (he leaves out Marion Talley—unfair) on the Vitaphone, he ordered a season ticket for the Metropolitan although he had never been in that Gatti Cazzaza's temple of music. Woods suggests that Al Jolson sing his Mammy songs for the Vitaphone and thus invade every hamlet in the country.



Fred E. Hamlin, former publicity director of the New York Mark Strand Theatre, with Lewis Stone and Sam E. Rork, producer, whose publicity director Hamlin has become after completing a cross-country trip in the vehicle shown. This was snapped on location for "The Blonde Saint" (First National)



Sam Wood and Byron Morgan, director and author, respectively, of "One Minute to Play," the football story starring "Red" Grange, which is being released by Film Booking Offices and which opened in New York this week

## W HAMLIN HITS HOLLYWOOD

WITH "the scars to prove it," Fred E. Hamlin has finally arrived in Los Angeles, completing his trip in a flivver from New York City. Hamlin, until June the publicity director for the Mark Strand Theatre at Broadway and Forty-seventh Street, New York City, made the trip as a vacation feature for the New York World and the World Syndicate of more than 100 newspapers. On the trip, described as "A Broadway Tenderfoot" loose in the wide-open spaces, and intended to inspire other city folk to get out in the open for their vacations, Hamlin wrote a weekly signed story for the World and it was in turn reprinted by the World Syndicate papers, such as the Kansas City Star, the St. Louis Post-Dispatch, Indianapolis Star and the others.

Twenty-four hours after Hamlin arrived, he was engaged by Sam E. Rork to handle publicity and exploitation for Sam E. Rork Productions, Inc. He has already gone to work, with offices in the new First National studios at Burbank. It is his intention of permanently residing in Los Angeles, which, incidentally, was his home for four years when he was a youngster twenty years ago.

## W PARKER PENS A LINE

WILLIAM PARKER, formerly associated with Irving M. Lesser in New York and production manager for Gaumont in England until the general strike, writes from Marseilles to say that he is returning here this autumn.

"I often wondered," he says, "what it would feel like to have after my name the title 'journalist, author and world traveler.' Now I know. It means sleeping in many strange beds and scratching instinctively. I have won more battles the last few months along the Riviera with giant mosquitoes and saber-toothed flies than the Phœnicians ever fought. I have seen so much and heard so much that it ought to fill a book—so I've written one, and had so much left over that I've also written a play."

Before returning to New York, Parker will visit Jerusalem, Bethlehem, Alexandria, Constantinople, Roumania, Sicily, Portugal and the Azores. After that, he warns, American scenario editors had better put on extra readers.

## A CHARLES CHAPLIN: PLAYWRIGHT

AN early production slated to appear on the boards in London is "Twelve Just Men," which was written by Charles Spencer Chaplin as a vaudeville sketch in the days before his rise to fame and fortune, and which has now been expanded into a full-length play by Ernst Lotinga, the comedian who bought it. The Savoy Theatre will house the production, which, if successful, we presume is likely to find its way to these shores.



## E. A. DUPONT HERE

A. DUPONT, director of "Variety," and who recently finished "Love Me and the World Is Mine" for Universal, was scheduled to arrive in New York on Thursday and to depart for Germany on Saturday on a business trip. Universal has announced its intention of holding him to his contract, although there have been rumors that he would form his own producing firm. According to the announcement made at the time of the Universal contract, Ufa still has him on call for one picture.



Georges Carpentier visits the Educational studios, Hollywood, to call on John Adolfi, who directed him in a picture here some years ago; left to right: Adolfi, Carpentier, Lloyd Hamilton and Norman Taurog

## VALENTINO'S START

THE story of Rudolph Valentino's first appearance before a motion picture camera was revealed this week by Emmett Flynn, the director who gave the late star his first opportunity to appear for the films and a short time later his initial role of importance.

"Rudy faced a camera for the first time in a production titled 'Virtuous Sinners,'" Flynn stated. "I leased space to make it as an independent state rights film at Universal City. Norman Kerry, one of Valentino's closest friends, as one of the stars, and because we both had known Rudy in New York we gave him a bit in the picture.

"His ability was so clearly marked that in the next production I made, 'The Married Virgin,' I selected Rudolph as the leading man. Then his talents were recognized by Bob Leonard, who cast him opposite Mae Murray in 'The Delicious Little Devil,' and not long after Universal featured him opposite Carmel Myers.

"Valentino's wardrobe from his dancing engagements in New York was unusually varied, and helped much in his gaining a start and an opportunity to display his inborn talents as an actor."

Valentino was visited by Flynn, who recently returned from Europe, at the Ambassador Hotel in New York the night before he was taken ill, and at that time, according to the director, Rudolph took keen pleasure in presenting the megaphone man to everyone they met as the man who had given the star his first opportunity to break into motion pictures.

## CENSORSHIP PAYS—FINANCIALLY

FROM a recent cable dispatch it is learned that censorship of moving pictures in Japan pays—at least financially. The motion picture inspection office in the Department of Home Affairs announces a profit of \$20,000 for the last fiscal year. Sixty thousand films were censored during the year. Each company is charged a certain fee for the work of the censorship board which seems, in a sense, to be rubbing it in. Two million admissions a month to the moving picture theatres of the Flowery Kingdom are estimated by the director of the government office.



One of the most interesting sights of a morning on Hollywood Boulevard is "Big Boy," the noted comedian, speeding to work in his imported European speedster, 1928 model

## HEADED FOR HOLLYWOOD

PETER MILNE, author, scenarist and erstwhile film trade-paper man, has departed for Hollywood, where he will congregate with various and sundry producers concerning scenario contracts and two original screen stories. He recently sold "Fast and Furious" to Universal for Reginald Denny.

## BLUE DUE

MONTÉ BLUE, Warner Bros. star, is en route East for a very brief vacation, and is expected in New York City this week. He has just finished some rather strenuous work in "Across the Pacific," and is scheduled to start shortly on another Warner release, so his stay will necessarily be a short one.

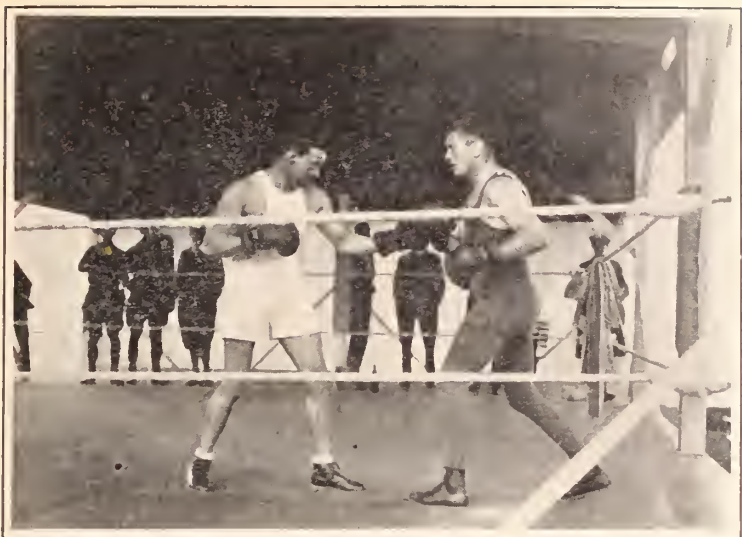
## HOW THEY'VE SHRUNK

THE smallest 24-sheet we have yet seen has been received in the office this week. Printed in two colors, it bears the wording: "A 24-Sheet Announcing J. Harry Hayward, Manager, Grand Opera House, Wilmington, Del." The over-all dimensions of the 24-sheet, we find, are three-fourths of an inch by two and three-fourths.



The home office staff of Educational sees Pat Dowling, Christie publicity and sales director, off on his cross-country tour; in front, left to right: A. S. Kirkpatrick, assistant general manager; F. X. Carroll, sales dept.; J. R. Wilson, domestic sales manager; J. W. Toone, treasurer; Bruno Weyers, vice-president; in car, Dowling; rear row: Harvey Day, Kinograms sales manager; M. P. Wear, publicity dept.; Max Stahl, special sales representative; R. W. Doidge, publicity dept.





George Walsh, star of Excellent Pictures' "A Man of Quality," demonstrates the fitness of the title by stepping off a few rounds with Gene Tunney at the latter's training camp

## AL ROCKETT LEAVING

**A.** L. ROCKETT, whose productions for First National have all been made in the East, has finished his work here and leaves on Saturday for the West Coast, where he will take up his duties at the Burbank plant. His pictures here have included "Puppets," now going strong, "Subway Sadie," which opens on Sunday on the New York Strand, and which he will miss by just one day, and "The Charleston Kid," just finished. Rockett's next picture on the Coast is veiled in some little necessary secrecy at the moment, but we may say that it will be a special of no little magnitude, and advance preparations will probably keep Rockett busy until about the first of December, when production will start.

## 'RAY FOR RAY!

**A** LLENE RAY, known as "the queen of serials," has announced her intention of entering into competition for the \$25,000 prize offered by Wm. K. Wrigley, chewing gum magnate, for anyone swimming from San Diego to Catalina Island. She has already notified officials of her entry and hopes to make the try by the end of October, after finishing work on "The House Without a Key." She is widely known on the Coast as a swimmer, and has represented various aquatic clubs at numerous swimming meets in Long Beach, San Diego and other West Coast beach resorts.



Betty Bronson and Milton Sills in one of the unconventional and amusing comedy moments from "Paradise," Ray Rockett's first production for First National

## T PINNING THE ASTERISKS

**T**WO features and five short subjects were found worthy of asterisk award by the National Board of Review. Both features were Paramount releases, "Beau Geste" and "Tin Gods." "Alice the Fire Fighter," an F. B. O. release, gathered in one of the medals pinned on short subjects, while the other four went to Pathe Review, Nos. 39, 40, 41 and 42.



The biggest and littlest members of the canine supporting cast appearing with Gene Tunney in "The Fighting Marine," a Patheserial. Ilak is an Alaskan wolf dog and weighs 195 pounds. Spider has no fancy pedigree, but she brings the weight of the team up to 200

## REQUIESCAT, HUGHIE

**T**O the outside world, which pauses at the passing of a Valentino, it will mean little to learn that Hugh Gray died suddenly on Tuesday morning of this week, at the age of three-score and ten. But to the thousands who have, at one time and another, regularly entered the portals of the Famous Players Eastern studio, the news of the passing of "Hughie" Gray, its doorman for more than fifteen years, will come with a shock and a sense of personal loss.

Back at the beginning of this century, Hughie was employed by D. W. Griffith at the old Biograph studio on Fourteenth Street. Here he guarded the doors behind which worked the group of youngsters who were carving out the future basis of the infant industry.

Later, when the first Famous Players studio was opened on East Twenty-sixth Street, Hughie was made doorman, and when larger quarters were sought on West Fifty-sixth Street, and later at Astoria, L.I., he remained with the organization. The list of stars and directors to whom he was a familiar and beloved figure is endless, for nearly all of the leaders have been at one time or another with Biograph or Famous Players—Mary Pickford, Lillian Gish, John Barrymore, Gloria Swanson, Marguerite Clark, Thomas Meighan, Richard Dix, the late Rudolph Valentino, Adolphe Menjou, D. W. Griffith, Bebe Daniels, Alice Joyce, Herbert Brenon, Lois Wilson, Betty Bronson and countless others.

Hughie was stern but just in the administration of his important office. His keen eye was quick to detect the impostor and to recognize the legitimate visitor. He had an unerring instinct for sorting out those who had a right to admittance and those who were to be excluded. Through all the years he retained his cheerful friendliness and unfailing courtesy, to leading star of lowly extra alike. He was just a humble doorman, but thousands will remember him with affection and respect. What better epitaph?

## BOASBERG TO WED

**T**HE wedding-next Sunday of Al Boasberg, former F. B. O. executive and now a gag-man for Keaton, to Miss Rosabel Staderker, of Chicago, is announced. The ceremony will take place at the Chicago Beach Hotel, after which the couple will proceed to New York and sail for Europe on a short trip.



## LYA LIKES US

**L**YA DE PUTTI, German screen actress, who scored a personal triumph in "Variety," and who is now under a three-year contract to Famous Players-Lasky, is now appearing in her third picture in this country, "God Gave Me 20 Cents," the other two being "The Sorrows of Satan" and "The Prince of Tempters," and has some interesting comments to make on film conditions in the two countries.

There have been frequent claims among the intelligentsia here that European players and directors come to America and are utterly ruined—that they are never given an opportunity here to display their real talents. In refreshing contrast to this is Miss De Putti's comment. She says:

"I much prefer my work here to that in Germany. I am able to obtain better parts here—parts that give me a real chance. In Germany I could appear in but a few pictures, and the roles given me were rarely what I felt I could do best. Here it is different, and I am more than happy to be here. My present part in 'God Gave Me 20 Cents,' which has only three principals, is tremendously interesting, and I hope to do my best work in it.

"My work has been made somewhat difficult here by my limited knowledge of English, and I have been kept so busy in the studio that I have had little time to learn. As rapidly as possible, however, I am learning English, which will make it much easier, both for the director and myself.

"At first, I was very discouraged here. The change in climate, the complete newness of my surroundings, the difficulty of the language, and my homesickness, made me want to return—but I didn't want to go back to Germany and admit that I was a failure, so I forced myself to stay and fight it out. Now I am very happy here."

Miss De Putti reports having received word that Emil Jannings will come to America about the middle of September, which is somewhat earlier than previously reported.

## SINGING BY MOVIE PATRONS

**T**HERE is a great deal of human interest in watching and listening to the typical moving-picture audience when the organist or some other leader starts a song which he wishes the patrons to sing. The first verse and the chorus are thrown on the screen, often accompanied by drawings, with the request that the audience join in singing on the repetition of the music. And this is not, as might be supposed, in some neighborhood theatre or in the towns west of the water tower, but in the first-run theatres on Broadway. It proves that the whole world—American, at least—is more or less akin. Practically every person likes to sing; most of us hide the thought that we feel we can. It is an explanation of masculine close-harmony when the usual inhibitions have been synthetically removed and "Sweet Adeline" or something else that lends itself to glee-singing is on the breeze.



This is not, as you might suppose, one of those trick triple-exposure affairs. The man in the centre is Director Edward Sloman, and on his right and left are James Anderson and James D. Lockhart, snapped between scenes of "Butterflies in the Rain" (Universal)



Lewis H. Moomaw, director of "Flames," an Associated special which will be released in September, and which bears out the promise shown in his first picture, "The Chechahcoe." Moomaw has just returned West after bringing a print of "Flames" to New York

In the moving-picture theatres there is always at first a curious but understandable diffidence about appearing conspicuous. The first repetition of the verse and chorus, after the request to sing has been flashed on the screen, is scattered and lacking in volume. But discovering that here and there in the auditorium under cover of the semi-darkness your neighbors are hesitantly raising their voices the number is added to by recruits everywhere. Soon the entire theatre, having acquired the necessary courage, is swelling the choral group and a stranger from some other land coming in might think he was at a German Saengerbund and not a moving-picture presentation.

There is good psychology in this, childish as it may seem. It creates a community-interest feeling that does not fail to make the singers more receptive to the picture which is to follow and less captious to its faults, if it has any. Of course, the latter condition can hardly be said to exist from the producer or director's point of view, but there is harmony, just the same, due to the community singing on the program.

## FILMS IN EDERLE TRIBUTE

**P**ATHE NEWS shared in the tribute paid Gertrude Ederle, the first woman athlete to better man's record in any outstanding athletic trial, at the Mayor of New York's official reception to Miss Ederle at the Hotel Commodore, when nine hundred distinguished guests were present. One thousand feet of Pathe News Film, the complete pictorial record of Miss Ederle's epochal swim across the treacherous Channel waters, and the receptions in Europe and America that followed, was screened amid enthusiastic applause.

"Decorum of Affair at the Commodore Vanishes as Screen Shows Ederle's Swim" was the headline carried in the New York *Morning World*.

Grover Whalen, Chairman of the Mayor's Reception Committee to Distinguished Guests, announced at the dinner before the screen presentation that this event was made possible through the courtesy of the Pathe News, while Pathe was lauded by Thomas Collins, official announcer of Station WNYC, who described minutely and graphically to thousands of radio fans the screen episodes, reading the Pathe News titles as they appeared.

## "SANDRA" AUTHOR SCORES

**P**EARL DOLES BELL, author of "Sandra" and other successful novels, has been singularly fortunate in the sale of screen rights. Ever since her first photoplay sale, "Her Elephant Man," which grew out of her experiences as a guest of Ringling Bros. Circus, she has disposed of the screen rights to her entire output, in addition to several original screen stories. Her latest is the sale to David Hartford Productions, together with Miss Billie Shaw, of "Little Lady, Incorporated."



## GLORIA AT THE SESQUI

GLORIA SWANSON journeyed to Philadelphia last Saturday morning to be sponsor, with the wife of Mayor Kendrick, of the opening day of the National Air Races, held this year under the auspices of the Sesqui-Centennial Exposition. She was met at the station by a military escort and representatives of the City of Philadelphia, the National Air Races and the Stanley Company of America.

She was conducted to the City Hall, where Mayor Freeland Kendrick tendered her the key to the city, after which Mayor and Mrs. Kendrick presided at a luncheon at the Ritz-Carlton in her honor. A short visit to the Sesqui grounds followed, the star being particularly interested in the Jules E. Mastbaum collection of Rodins displayed there.

She arrived at the Model Farms Field at 2:30, where she formally opened the National Air Races. Later in the day she and her husband, the Marquis de la Falais, left for Virginia, where they will spend a few days vacationing before the star returns to New York to commence work on "Eyes of Youth."

## NEXT RAY ROCKETT TO START

NEXT Monday will see the Ray Rockett unit at work on "Not Herbert," after painstaking preparations and unusually careful casting. Rockett is leaving no stone unturned to make "Not Herbert" something unusual, and the cast which he has assembled includes Ben Lyon, Pauline Starke, Virginia Lee Corbin, Sam Hardy and Lloyd Whitlock. Howard Higgin will preside at the megaphone.

## MISS LAEMMLE ILL

ROSABELLE LAEMMLE, daughter of Carl Laemmle, has been stricken with appendicitis in Laupheim, Germany, but has successfully been operated upon at Frankfort and is doing nicely. This leaves no appendices in the Laemmle family, Mr. Laemmle having been recently operated upon and Carl, Jr., having lost his less than a year ago.

## CHARLES ROSHER IN TRANSIT

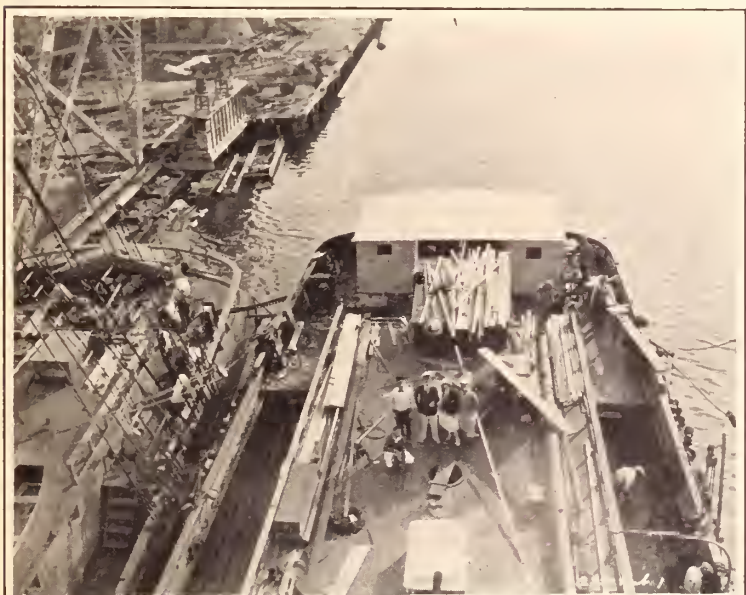
CHARLES ROSHER, the cameraman selected by F. W. Murnau, German director, for his first Fox Films production, is on the last lap of a 6,000-mile journey to Hollywood. Rosher, who was recalled from Germany especially for the Murnau production, arrived in New York on Labor Day and after only twenty-four hours in the city boarded the Twentieth Century for the West Coast.



Long shot of the soldiers and extras appearing in "Love Me and the World is Mine" (Universal), which E. A. Dupont directed. The camera is mounted on the tall scaffolding at left centre

## WHEN PUBLICITY MEN AND PHRASEOLOGY

WHEN Joseph Jefferson O'Neill left the *New York World*, which he and Donald Clark, now long in the publicity department of Metro-Goldwyn-Mayer, had ornamented as two of the brightest of Park Row's cub reporters it was supposedly because they not only wrote well but possessed that other indispensable quality of a good reporter, tact. As the right bower of Will Hays, Joe ever displayed that quality and it made things easier for him and his boss because he was a sort of buffer innumerable times for the latter. But—other times other customs—graduating from the Hays organization to enter the publicity department of F. B. O. the otherwise Chesterfieldian O'Neill sends out his invitations to pre-showings addressed to "Friends and Reviewers." Surely, those who comment on the company's product are fair and invariably complimentary to the corporations for which Joseph seeks—and gets—publicity. Why the invidious distinction? His former little playmate in the Metro organization does not thus consciously, or otherwise, separate the favoring sheep from the critically disapproving goats. And both had the same training and, potentially, the same lustre on Park Row.



Birdseye view of reconditioning activities on the clipper ships *Indiana* and *Bohemia*, to be used in "The Yankee Clipper," a De Mille production; kneeling is Leigh Smith, assistant director, while behind him are W. I. Eyres, master of the ship, Rupert Julian, who will direct, Elinor Fair and Garret Fort

## RECOGNITION AT LAST

AFTER many years of academic disdain, or toleration at best, motion pictures will come into their own in halls of learning this fall when the New York School for Social Research, 465 West 23rd Street, New York City opens Course No. 22—"The Motion Picture," under the professorship of none other than Terry Ramsaye, author of "The Million and One Nights." The course is described as "an analytical discussion and revelation of many phases of the motion picture which have been held mysteries to the public, including special ethnic and racial aspects of the growth of the industry, international relations and propaganda affairs, the inward significance of the position of Will Hays, the basis of the censorship movement and kindred topics." The school feels that the motion picture has become such an essential part of the social fabric that it warrants this scholarly consideration, and it is hoped that it will aid in forming a new attitude toward the screen.

## GOING AFTER EMIL

GEORGE WITTE, secretary to Erich Pommer, sailed this week for Germany to bring back with him Emil Jannings who is now expected to arrive here early in October. Plans for his first American picture have not been announced, but it is considered likely that it will be produced under the supervision of Pommer, who guided his destinies through a considerable number of Ufa pictures.



# May Abolish Canadian Ticket Tax

Premier Ferguson of Toronto Assures Exhibitors Levy on Popular Priced Admissions Will Be Stopped When Legislature Meets

**E**XHIBITORS of Ontario were given the assurance by Premier Howard Ferguson at a general rally of theatre proprietors in Toronto on September 2 under the auspices of the Motion Picture Distributors and Exhibitors of Canada, that the Ontario government would abolish the amusement tax on popular-priced tickets when the Legislature would meet next February. He declared that the Provincial Government could not "do it all at once" in wiping out the whole tax but he was of the opinion that the Government financing would improve to the point where the ticket tax could be abolished entirely while the Conservative Government was still in power.

Motion picture men of Ontario to the number of 100 gathered for the convention, the chairman of which was Col. John A. Cooper of Toronto, president of the Motion Picture Distributors association. In addition to the business sessions at the King Edward Hotel, Toronto, the delegates were entertained at luncheon by the film distributors and to a dinner which was under the joint auspices of Famous Players Canadian Corporation and the Canadian Division of the M.P.T.O. The exhibitors also took in the Canadian National Exhibition, Toronto, being the guests of the big fair for a grandstand performance.

The resolution denouncing the Ontario amusement tax as a war expedient which had outlived its usefulness and which had become a "nuisance tax" was moved by J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa. The motion declared that the amusement tax was non-democratic and

## Plan Referendum on Sunday Law in Baltimore

**A**NOTHER fight over having motion pictures shown on Sunday in Baltimore will come up before the Maryland State Legislature when it convenes again, if Ambrose J. Kennedy, Democratic candidate for the nomination for the State Senate in the Second District is elected.

Mr. Kennedy has, as part of his platform, plans to have an act introduced in the Legislature authorizing a referendum in Baltimore on the question, and putting it on the ballot for the elections in Baltimore next spring.

He says he is in favor of Sunday movies and is going to fight to the last ditch if elected, to give the people in Baltimore the right to decide for themselves whether they want Sunday movies or not.

During the present City Administration Mr. Kennedy has been a City Councilman and formerly was a member of the old City Council which was done away with.

It was pointed out that Great Britain, the United States, Australia and New Zealand had all abolished the ticket tax on low-priced theatre admissions. This was the theme of the plea which was placed before Premier Ferguson and Hon. W. H. Preece, K. C., Provincial treasurer, later in the

day at the Ontario Parliament buildings.

The speakers before the Premier included Mayor Arthur Bugg of Midland, owner of the Model Theatre, Midland, J. M. Franklin of Ottawa, Harry Nathanson of Toronto, and several members of the Ontario Legislature.

At the convention, the exhibitors endorsed a recommendation by Jack Arthur, director of presentations for Famous Players Canadian Corp., Toronto, that an amendment to the Canadian Copyright Act of 1921 be sought to prevent any outside society or corporation or its Canadian representatives from collecting a royalty or tax on all Canadian theatres, hotels, broadcasting stations, bands and exhibitions using British or foreign copyrighted music. Mr. Arthur urged that English and French music copyrighted since 1912 be taken out of the libraries of theatre owners and not used.

Col. Cooper announced that the Canadian Authors Association had reconsidered its attitude of the year before and was now solidly in support of the theatre owners. He said that the action contemplated by British and foreign music publishers in regard to the collection of a royalty might cost the theatres of Canada a million dollars in the next ten years.

Arthur Cohen, vice-president of the Famous Players Canadian Corporation, Toronto, declared that the music of moving picture theatres was something thrown in and that the theatres could do without it if necessary. Mr. Cohen's resolution carried unanimously.

## F. & R.-Saxe Deal is Again Rumored

Conferences Admitted in Minneapolis and Milwaukee; World Chain Up 118 Houses; F. & R.-United Artists House Also Hinted

**B**Y the carefully guarded responses of representatives of both companies it becomes quite clear that there is a deal on between Finkelstein & Ruben's Northwest Theatres, Inc., and Saxe Amusement Enterprises.

The report has been current in Minneapolis all week that the deal had gone through.

It is admitted both in Minneapolis and Milwaukee that there have been conferences, but neither organization seemed prepared to make any announcement.

The formation of one of the largest chains of theatres in the country would be the result of a merger for Northwest Theatres, Inc., controls many theatres in Minnesota and the Dakotas and Saxe enterprises which formerly dominated Minneapolis has long conducted a large string in Wisconsin.

I. H. Ruben is quoted as saying that negotiations are on and have been on for a long time, but he says they are no nearer completion than they were a year ago.

From Thomas Saxe, Milwaukee, comes

## Sunday Movies in Colorado Springs Continue

**T**WO weeks ago four theatres in Colorado Springs opened on Sunday without charging admission but accepting contributions against the law which forbids "amusements for pay" on the Sabbath. They were brought to Court and fined \$200.00 and costs and an appeal to the County Court was taken.

The theatres again opened last Sunday but not even contributions were accepted thereby doing away with any technical violation of the law.

the statement that he cannot say anything about the conferences with William Hamm and Mr. Finkelstein.

The result would be a chain of at least 118 houses, many of them not only big

but elaborate, key-city first-run theatres.

Saxe Amusement Enterprises formerly owned the First National franchise for Minneapolis now in the hands of the Finkelstein & Ruben interests.

It was learned that a conference was held by John and Thomas Saxe and Oscar Braehman, representing the Saxe Co.; M. L. Finkelstein of Finkelstein & Ruben, who control the Northwest Theatre Co.; Fred Hamm, millionaire Minneapolis brewer, who is said to have more than \$8,000,000 invested in theatrical enterprises, and Robert Lieber, New York, representing First National pictures.

United Artists is said to be sounding out Finkelstein & Ruben on a proposal for the biggest theatre in Minnesota to be built by the two in Minneapolis on the same plan as that of the distributor and the Stanley circuit in Philadelphia. No announcement has been forthcoming so far as to the F. & R. attitude. Joseph M. Schenck could not be reached for a statement in New York City.



# Interesting Sidelights on "Red" Grange

## How Famous Football Star Became Movie Celebrity Overnight Told In First-Hand Story

By PAUL THOMPSON

Ex-Sporting Editor The New York Evening Sun

PROBABLY there is no person in or out of moving pictures as much in the public eye today as Harold "Red" Grange, the famous University of Illinois football player. It is not only because of his career in college but because he is more responsible than any one man or group of men for professional football being on the footing it is today in this country. Were this not enough, the great success achieved by Grange on his first venture into moving pictures has aroused the country in regard to the personal side of this widely exploited young man. The fact that his initial picture was so good and his own acting so satisfying that two more have been contracted for, only one of these in his favorite role of gridiron hero, makes him of especial interest to not only picture fans but to the general public.

Personally I have always had a curiosity in regard to Grange ever since his name commenced to dominate the sporting pages, long before C. C. Pyle dreamed, or least breathed to the public his dream, of capitalizing "Red's" reputation in professional football. Then when Shallenberger saw the moving picture possibilities in the widely publicized young iceman, possibilities realized through his arrangement with Joseph P. Kennedy, that excellent showman of the Film Booking Offices, this curiosity became even greater. Moreover with all the reams of matter written and published about the football star with the Mercury-winged feet I had never encountered a story or article that gave me any real idea of the individual. My sought-for opportunity came when with his invasion of the moving picture world and the inevitable "personal appearance" with the picture in which he is starred "One Minute to Play" from the fragmentary moments in which he came before the curtain at the Colony Theatre on Broadway one gathered at least this: Here was a typical young American, clean cut, physically as well as mentally and morally, who had succeeded in the most difficult of tasks, particularly at his age, accepting the plaudits of the crowd at their real worth. Realizing that he was benefiting by the reputation which he had founded but which the newspapers of the country had really made, and because of that not taking himself or his position on a pedestal too seriously. His curtain speeches, obviously not studied or rehearsed but entirely extemporaneous and no two alike, predisposed one in his favor.

### "Red" Has No Illusions

Personal contact but confirmed the impression gained in the theatre. He is a boy who has enjoyed amazing success financially and socially and at an age where such success, merited or not, would turn the head of the average American youth college bred or not. He still cannot entirely grasp it all and credits to the men with whom he has been associated rather than to himself, the results achieved. He realizes also that "uneasy lies the head"

### Exhibitors: Here's a New Trade Paper Service

WITH a view to helping exhibitors furnish their newspapers live copy on pictures, MOTION PICTURE NEWS is presenting a series of personality and other types of stories. Here is the first—and it is about "Red" Grange and his initial picture, "One Minute to Play."

This story is written by a member of the NEWS staff. It is designed to be out of the beaten path and contains stuff that, we believe, newspapers will print in whole or in part. Exhibitors are invited to use it in connection with the exploitation of the picture. Go to your newspaper, ahead of your showing of "One Minute to Play," with a copy of this story.

Proofs are being sent to representative newspapers throughout the country and they are free to use it, the only condition being that proper credit be given MOTION PICTURE NEWS.

Additional copies of this article will be gladly furnished to exhibitors or newspapers upon request.

Other articles in the series will be announced later.

and that once a man has been raised above the level of his fellow-men there exists the perfectly human impulse to discover the clay feet of their idol and because of this defect, real or imagined, to dethrone the celebrity. Of no people on earth is it more true than of the American public that for choral singing of that dirge or anthem "The King Is Dead, Long Live the (New) King" you will find closer harmony and a better and greater glee in the land between the Atlantic and Pacific Oceans and the Canadian and Mexican borders than any where else on this footstool we call the earth.

At the Hotel Astor Harold—rechristened by his associates at the University of Illinois "Red" with no seeming justification because his hair is decidedly black with no suspicion of a Titian tint or being hennaed—was giving a mighty good imitation of a soubrette. The engagement made the after-

noon before at the theatre was for eleven o'clock the following morning. He was not yet up despite the fact that it was nearer twelve than eleven. Six personal appearances at the theatre, one at midnight not in the schedule, had somewhat fatigued the whilom and sporadic iceman of Wheaton. However the soubrette imitation was limited to the late rising hour for he did not insist upon breakfast being served in bed by a colored maid but in a comparatively few moments (in which time no woman living could have gotten ready for inspection) the football-moving picture star put in appearance coatless, tieless and with his hair presumably gone over with his fingers in the most perfunctory manner. That will give some slight inkling of the realness of the youngster, and his utter lack of swank, that most eloquent word which we have borrowed from our English cousins.

Grange's history, as far as the greater public is concerned, dates back to Urbana, Ill., in November, 1925. It was after the game with Ohio State that his announced intention of capitalizing his football fame in a professional way was made. Prior to that his skill and ability were so great that of course he was best known to that limited circle that followed the football fortunes of the university and college teams of the Big Ten Conference—that close corporation of the Middle West,—and so outstanding was his ability that sporting editors all over the country had made his name known to their readers because of his remarkable skill in getting down the field no matter what the underfoot conditions might be. His fame became more than sectional when he played with his college mates on the muddy field at Philadelphia against the University of Pennsylvania. But his establishing the almost unheard of precedent of leaving college before he had completed his four years and endeavoring to capitalize his fame with the fans of the country was what brought front page stories. Other men had done it but none of the calibre of Grange. Coaches of other teams after graduation, yes, that was alright, but this heresy of making money out of a college reputation by exploiting the thing that had brought fame, that was unforgivable from the viewpoint of all or most college men, players, deans, presidents or freshmen book-worms.

### Still Wants His Diploma

"Red" was not ashamed then nor is he now of his decision. The president of Illinois, the dean, Coach "Bob" Zuppke, all tried to dissuade him but he was not to be swerved from his course. If the opportunity occurs in the next few years the ungraduated senior plans to return to complete the one semester necessary to get a diploma. Even this early in life he realizes that in many ways that the sheepskin is not so all important as many think it is. Probably he figures it will have to be framed in an expensive wood for him to be able to realize anything on it should the at-present unnecessary expedient be employed by hypotheating this with a more-or-less benevolent avuncular relative with



Three Golden Balls on his coat of arms. Grange would like to be a real graduate of the University of Illinois and some day will be. In the meantime he is following the advice of the Latin writer who said "Carpe Diem"—translated into perfectly good Broadway-ese, "Get it while the getting is good." And he is.

Harold Grange's intensive training, so called, for his football career was that of practically every American school boy. He learned to play the game at the Wheaton High School and had the polishing off part done by Zuppke at the University of Illinois. Incidentally he has a younger brother named Garland who, "Red" thinks, will more than follow in his footsteps or whatever those marks are that denote his cyclonic dashes down a football field. He also goes to the University of Illinois and the Grange tradition should be carried on there for the next three years unless he also is kidnapped by Charles C. Pyle. He like "Red" is a backfield player and naturally not only Zuppke's eyes, the collective optics of the Illinois University, but the entire country will be focussed on Garland to discover if that Wheaton family is giving two gridiron celebrities to the world.

For the Grange irruption into the picture world he had no such course of training or preparation as for his entering the football arena of the college or professional brand. He was catapulted into Hollywood with Messrs. Shallenberger, Pyle and Kennedy, the latter head of F.B.O., producers of the picture, supplying the motive power and checks signed on the dotted line as the incentive. He had never been guilty even as so many college men or school boys have, of playing parts in undergraduate dramatic entertainments. He entered the movies "cold." He was seared stiff by his own confession. Sam Wood, his director, did much to remove this fear by telling him to be natural, a most difficult thing anyone will confess, when facing a battalion of cameras and having your every move carefully scrutinized and criticized by a group of thirty or forty professional directors, actors, camera men, etc., on and off stage.

### How the Picture Was Made

First Grange was initiated into the art of make-up by Sam Wood. Then he was posed before the camera doing inconsequential ordinary things such as walking and talking to someone else, etc. These tests proved one invaluable thing; he was lacking in self-consciousness and was at all times perfectly natural. This was borne out in the taking of the actual picture "One Minute to Play." It is so much in evidence that it seems almost impossible to believe that this marks "Red's" debut in the films. Music on the first day which it was thought might help him to find the right tempo was discarded. The orchestral players were shifted to some other lot to a more temperamental star.

"After the first two days," as the football and now new movie luminary explained it, "I went out and did what I wanted to do but under Sam's direction, of course. I felt as though I had been in pictures for a long time."

"If the picture goes over, and people like it, it is because I am I and not acting in one sense of the word but being natural. The best tribute that has been paid to me is in my being asked to do two other pictures and one of them with no football

## Valentino Body Interred at Hollywood Cemetery

**F**UNERAL services were held in Hollywood on Tuesday of this week for Rudolph Valentino from the Church of the Good Shepherd. Interment was at Hollywood Cemetery. Active pallbearers were: Charles Chaplin, John Considine, Jr., Mario Carillo, Norman Kerry, George Fitzmaurice, Emmet Flynn, Count Gradenigo and Tullio Carminati.

Honorary pallbearers included Cecil B. De Mille, Douglas Fairbanks, Samuel Goldwyn, Jesse L. Lasky, William S. Hart, Mack Sennett, Louis B. Mayer, Hal E. Roach, Manuel Reach, Douglas Gerard, James Cruze, Marshall Neilan, Charles M. Christie, Harold Lloyd, Harry Langdon, Robert Vignola, Sid Grauman, M. C. Levee, John McCormick, Henry McCrae, Reginald Barker, Col. William M. Selig, Charles F. Eyton, Eric von Stroheim, Winfield R. Sheehan, James R. Quirk, George B. Van Cleve, Sol Wintzel and P. A. Powers.

sequence whatsoever, just a regular dramatic plot with no head guards, cleated shoes, sweaters or mystic "77" numbers on the back. That is a real tribute and of course, I am mighty glad.

"Some newspaper man quoted me as not liking the people of Hollywood; that is absurd and as far from the truth as can possibly be. They were all bully and treated me in the finest sort of manner. I liked them and I feel that they did me. It was strenuous work, almost more so than football, because you were working practically all the time. There was little time for playing around. I think I got to the dances at Cocoanut Grove just twice. Acting before the Kleig lights is too arduous to leave you physically or mentally fit for any protracted dancing or other amusements."

### Ice Wagon Not Publicity

Returning to the ice and coal wagon of Wheaton, which has been more publicized than almost any common carrier in history unless we except the famous one-horse shay of song and story, is not, according to the man who should know, based on any publicity-seeking. This twenty-three-year-old football star—he celebrated that birthday last June—knows the necessity for keeping in physical trim. He has found nothing that will keep him as fit as handling ice (evidently Wheaton measure is greater than that of New York and environs) and shoveling coal. He has a man on the coal wagon with him who keeps him busy handling his, the receiving end, and manipulating the shovel. His first day back in Wheaton this summer "Red" lost ten pounds. All this taking the kinks out of his system is to be fit for the coming football season and not for the movies. His one hundred and seventy-five habitual pounds are so well placed and distributed that the casual observer would never guess that his tweed suit was covering that amount of weight. He looks and of course is as physically fit as a man can be.

"Mash notes from moving-picture fans or fair admirers of my football playing? Yes, of course, lots of them, how many I do not know for I make it a point not to see them or answer them. They write to

me as they would to any person prominent for the moment and I value them accordingly. If answers are written, they are composed and signed by a secretary. But kids' letters asking for a picture or some word, yes these I delight to receive and answer; it is the least I can do because after all they for the most part love the game which I do and which has brought me the temporary fame and the, I hope, not so temporal money.

"It is a darned good game and the more youngsters who learn to play it the better for them, their schools and colleges, and for the country."

"Perhaps some of them will grow up to play in the line or backfield at Illinois and on the pro teams which 'Big Bill' Edwards is representing before the American public. I might find a few of them, if I last long enough, opening up holes for me to get through an opposing line or boxing tackles to make possible end runs or forward passes. Who can tell?"

At breakfast in the suite at the Astor, interrupted by various telephone calls and physical visitations by reporters et al, Grange showed some of the football and movie aggressiveness that has brought him fame and dollars. He was hungrier evidently than his entrepreneur, Charles C. Pyle, was, for finishing his own grapefruit and bacon and eggs he appropriated part of the breakfast of his manager and side-partner. The latter acquiesced I thought rather gracefully, feeling that this good-looking, healthy protégé of his should not be starved, if he was to play the kind of football this fall expected of him. His, Pyle's, solicitude for the welfare of Grange is not entirely unaltruistic. This he proved a bit later when "Red" and Sam Woods were perched in the window watching that plucky but unsuccessful channel aspirant, Clara Belle Barrett, motoring down Times Square.

"Be careful, Red," he shouted, ignoring Woods' equal danger, "don't lean out too far and lose your balance; you know you haven't endorsed that 'steen million dollar insurance policy over to me yet."

Woods' was the consoling note. "Never mind, young fellow, if you and I should fall and you were responsible, my wife would probably erect a monument to you at Hollywood or elsewhere for being the cause of the demise." Just a bit far fetched when matched up with the director's enthusiasm for this self-same wife and the children born to him by her and his impatience to be on his way back to them on the Pacific coast.

What the future may hold in store for Harold "Red" Grange in the movies only the gods who preside over the destinies of the silver screen and its satellites can tell, but surely no more auspicious beginning could be asked for. His first day's receipts were greater than Harold Lloyd's in that earlier football play, "The Freshman," and he has been re-engaged, as said before, for two more pictures, on his acting ability, and not football prestige, the only excuse for this first picture.

Grange's mother has been dead ever since he was five so his memory of her is rather dim and hazy, but I know that he would give a great deal were she alive to share the honors which have been showered on her son. His father and brother, Garland, naturally are not exactly ashamed of being relatives of the football meteor. To them also has come the reflected glory of his moving picture success.



# Fox Theatres in Twenty-five Cities

## Financing Plans Completed for \$8,000,000 House in Brooklyn; Horwitz Expanding Circuit in Texas; Other Deals Reported

**C**HIEF among the theatre deals reported for the week is the announcement from the Fox Film Corporation of its intention to erect or acquire a theatre for presentation purposes in twenty-five cities throughout the United States. The first of the chain, a twelve-story office and theatre building, is to be built at the junction of Flatbush Avenue, Nevins and Livingston streets, Brooklyn, at a total cost of eight million dollars. Removal of the buildings at present on the site is to begin at once. The house is to seat forty-five hundred.

S. W. Straus & Co. have underwritten an issue of \$6,000,000, first mortgage fee 6½ per cent, fifteen year, sinking fund gold bonds of the owning corporation, headed by William Fox. The bonds are secured by the land, which has a frontage of 656 feet along Flatbush Avenue, Nevins and Livingston streets, and the twelve-story theatre, store and office building project, which has been leased to the Fox Theatres Corporation for 30 years.

The grand lobby will be 55 feet high and magnificently furnished. One of the features of the seating arrangement will be an intermediate balcony of reserved loges, with a capacity of 800 persons. There will be a specially designed pipe organ and the house will be artificially cooled in summer by a refrigerating plant having a capacity of 500 tons.

In a transaction involving \$500,000, it is announced, the Stanley Company of Amer-



William Fox

ica, has obtained control of the Hamilton and Capitol theatres, in Lancaster, Pa., from Mr. and Mrs. George M. Krupa, who for a number of years have operated photography houses in that city.

The deal consists of the outright sale of

the Capitol, obtaining a thirty-year lease on the Hamilton, and an option on the Pennsylvania Hotel. The transaction was negotiated by Mr. and Mrs. Krupa, owners of the two theatres, and Solis Cohen, representing the real estate department of Mastbaum Brothers, of Philadelphia, owners of the Stanley Company.

The new interests will assume control on October 18. Already the Stanley Company controlled one theatre in Lancaster, The Grand.

Will Horwitz announces that he has acquired the Old Mill and the Capitol theatres, located in Dallas, Tex. Both theatres were under the management of the Texas Amusement Company. The Capitol, until several months ago, was operated by the Universal Film Corporation. Horwitz, aside from his Dallas holdings, owns the Texan, Isis, Liberty, Iris and Ritz theatres there. He has added five theatres to his original string, Texan and Iris, in the past three months. Both Dallas theatres are first run houses and will be under the management of Al Lever, former manager of the Isis and Liberty theatres.

Advices from Kankakee, Ill., are that a deal has been completed whereby the Great States Theatres, Inc., and the Victoria Amusement Company take over the Majestic, Rialto and La Petite theatres, in Kankakee and the Lyric in Streator, Ill. The Great States Company is also building a new \$750,000 theatre in Kankakee.

# Deadlock in Chicago Musicians' Strike

## Three Thousand Orchestra Members Walk Out—Theatres Operate Without Music

(Special Dispatch to Motion Picture News)

Chicago, Sept. 8.

**W**ITH three thousand theatre musicians out on strike since Labor Day and the owners of three hundred Chicago theatres, which employ musicians, solidly behind the officials of the Exhibitors' Association of Chicago, the situation was deadlocked Wednesday and the only hope for settlement was the expected arrival in Chicago of John C. Gamble, an official of the International Musicians Union who was to go into conference with President Jimmy Petrillo, of the local, after which they were to meet with Judge Barrett and Business Manager Jack Miller, of the Exhibitors' Association.

In the meantime the theatres were operating without music and reports from all parts of the city were that attendance was normal and patrons seemed to enjoy the novelty. On the other hand, musicians were losing approximately \$300,000 in wages weekly.

A feature of this controversy of decided interest to all familiar with Chicago conditions, was the unanimity of the exhibitors in supporting the action of their

officials. The powerful circuits, such as Balaban & Katz, Lubliner & Trinz, Ascher Brothers, Gumbiner Brothers, stood shoulder to shoulder with the small exhibitor in their determination to win.

The strike was called after several conferences between the exhibitors' committee, headed by Jack Miller and including Jack Cooney, Louis Newhafer, John Balaban, Louis Marks, Andrew Karzas, Robert Gumbiner, I. Spitz, Emil Stern, Earle Johnson, V. T. Lynch, Julius Goodman, Morton Singer, Norman Fields, A. Saperstein, James Coston and Ludwig Siegel; and the committee from the Musicians' Union, headed by Jimmy Petrillo.

Offers of arbitration on the part of the Exhibitors' Association had been refused, as well as any concession on the part of the musicians. It is understood that the committees were not far apart on the wage demands, which were for an increase of \$4.50 a week and \$4.00 for rehearsals instead of \$2.00, but the break came over the demand of the union that nineteen smaller theatres, which could not afford to employ orchestras, continue to use the present number of musicians. These theatres, it

was pointed out, were entitled to relief under the arbitration clause of the contract in effect since September, 1925, which has another year to run, but which the executives of the union, it was said, refused to carry out and demanded that the employment of musicians be continued during 1926-27.

The only break in the ranks of the exhibitors was that of Aaron Jones, who signed up for the Rialto Theatre. He was compelled to do this through facing a heavy financial loss as lessee of the Woods Theatre, which was playing a musical comedy, the musicians threatening to call out the Woods orchestra unless Mr. Jones signed for the Rialto.

A general strike of musicians, stage hands and operators in San Francisco was settled early this week following an all-night conference in which telephone conferences with New York were held.

The settlement was a compromise. The exhibitors recognized the principle of the six-day week, six-hour working day and met half of the demands for wage increases. The strike was in progress five days.





Monta Bell

## BELL TO DIRECT CIRCUS FILM; Preparing for Paramount Production

**M**ONTA BELL has signed with Paramount to direct its special production of circus life, "The Greatest Show on Earth," which will feature the colorful personality of P. T. Barnum. He is now on his way to New York with Benjamin Glazer, scenarist, where he will be joined by Monte Katterjohn who conceived the idea of the Barnum picture. The trio will work together in preparing the story for the screen. They plan to visit the haunts of Barnum and interview old circus people and other friends of the old showman. Bell intends going to Europe to arrange for the use of some specially trained animals and also will visit Buckingham Palace in London in accordance with arrangements made with Lord Astor. Bell wants a view of the room where Tom Thumb, probably the best known midget, was introduced to Queen Elizabeth.

Most of the filming will be done in Hollywood but scenes will be taken in Connecticut and Indiana.

## Advisory Committee for Iowa Exhib. Troubles

The Iowa Theatre Owners Association has appointed a committee to act as advisory to exhibitors whose cases come up before the Des Moines Film Board of Trade. The committee meets the day before the Film Board does and in many cases is able to settle the difficulty without the case coming before the Board.

In a letter to the exhibitors the association states:

"This advisory committee is going to make it their business to see that cases are decided on merit and not technicalities. We would advise the exhibitor to be present when his case is up before the arbitration board. But the fact that he is not there to represent himself will not mean that he is to get an adverse decision. This committee, representing the association, will act as attorney for the theatre."

E. P. Smith is editor of a bulletin put out by the association which records the interesting things brought into discussion at the monthly Round Table meetings held for the exhibitors of the state.

## New York Corporations Receive Charters

The past week brought the incorporation of the following motion picture companies in New York State, the name of the company, the incorporators and the amount of capitalization, where such is specified in the papers filed, being given: H. A. B. Theatre Corporation, with Simon Gross, Paul Siegel, Jacques J. Benjamin, New York City; Laurence Schwab and Frank Mandel, Inc., with Laurence L. Cassidy, Myrtle M. Marvin and Harold F. Garrahan, New York City; Cinephonetic Company of the Dominion Republic and Haiti, Inc., with Felix A. Dalmás, Ernesto Martin, Gumersindo Diaz, New York City.

European-Phoenix Features Corporation, with Harry B. Davis, William M. Stevens, Raymond Gorman, New York City; Winthrop Amusement Corporation, \$100,000, Elsa Alper, Matilda Baskind, Louis Rubin, Brooklyn; Syracuse Aeme Theatre, Inc., Syracuse, \$50,000, August F. Robert J., and William J. Metzger, Syracuse; Premier

Pictures Corporation, \$5,000, Jules K. Chapman, Joseph Joel, Frank Wyckoff, New York City; State Film Delivery, Inc., \$5,000, Sigmund Wiltsehek, Morris Lane, New York City; Gertrude Ranbach, Brooklyn; Oriental Nite, Inc., \$2,000, Hadji Tahar, Rose Gilmore, Theodore Kushell, New York City.

## Schine Bros. Get Two More Houses in Ogdensburg

The Schine brothers are adding to their holdings in northern New York, and have taken over the Strand and Star theatres in Ogdensburg and the Strand in Malone, all of which have been run by Bob Landry. The village board in Lowville, by a vote of 5 to 1, refused last week to lease the village theatre to the Schines.

## Audrey Ferris Added to Educational Beauty Cast

Audrey Ferris, who has been dancing at the Ambassador Hotel, Los Angeles, has been signed by Educational for its beauty contingent. She will make her debut in a Cameo comedy with George Davis and "Toy" Gallagher.

## In and Out of Town

**M**AX ALEXANDER, technical manager for the Stern Film Corporation, makers of Stern Bros. comedies, arrived in New York this week from a vacation spent in Europe and left immediately for Hollywood.

**B**UDD ROGERS, vice-president of Lumas and Gotham, left this week for his second transcontinental trip in the interest of Gotham and William Fairbanks productions.

## "Free Amusement Parlors" Stopped in Winnipeg

The abolishment of the "free amusement parlors" has been effected in Winnipeg, Manitoba, after an agitation of many years by local exhibitors through the decision of the Civic Committee on Health adopting a resolution absolutely prohibiting the operation of these amusement shops. A previous by-law prohibiting the free amusement parlors, adopted some time ago, failed to operate because a police magistrate found no satisfactory definition of an "amusement parlor" in the civic legislation. This has since been remedied.

Another important piece of legislation at Winnipeg, which was also adopted, prohibits the use of temporary amusement buildings in parks in summer. This will prevent carnivals from operating in park properties in Winnipeg, but they will still be able to make use of private grounds. Carnivals in public parks had also become a nuisance locally.

## Moving Pictures Are Censored in Peru

A permit from the Board of Censors of Cinematograph Films, created by an official decree of June 11, 1926, is required for all films shown in Peru, according to advices to the Department of Commerce from Commercial Attache L. W. James, Lima. A charge of five soles is made for each film reviewed by the Board and fines for infringement of the regulations are collected.

## United Artists and Stanley Interests to Build 5,000-Seat House in Philadelphia

**U**NITED ARTISTS THEATRE CIRCUIT and the Stanley Company of America plan the building of a 5,000 seat theatre in Philadelphia as a result of negotiations just concluded between Joseph M. Schenck and Jules E. Mastbaum. This will be the only house of the twenty planned by the film company of which it will not have complete control, although it will be used exclusively for the showing of United Artists pictures.

The site for the house has not yet been determined. The house is to be erected as quickly as possible with Mastbaum handling building details.

John A. Guerra, assistant to Gustav Mohme, general manager of United Artists office in Peru, has arrived at the United Artists home office in accordance with Hiram Abrams "one man convention" custom. Senor Guerra brought with him and is submitting to Mr. Schenck plans for construction in Peru of a number of modern theatres which would be built in conjunction with local interests.



## United Artists Chooses English Film

**T**HE House of Marney," an English production now being produced under direction of Cecil M. Hepworth, has been chosen by United Artists through its London Company, Allied Artists Corporation, as the finest English possibility and of quality sufficiently high to warrant release by United Artists.

Arrangements have been made with Archibald Nettefold of England by United Artists to distribute the film in all foreign exchanges associated with the company, and negotiations are now being carried on with a view to releasing the picture in the United States.

## New York's Famous "69th" in "Private Izzy Murphy"

The famous Sixty-ninth regiment of New York will be seen in the Warner Bros. production "Private Izzy Murphy," in which George Jessel is starred. This Irish regiment, famed since the Civil War, Spanish-American and the late World War, is seen in its home-coming from the late unpleasantness. Also in this sequence is seen Al Smith, Governor of New York, ex-Mayor Hylan, Mayor Jimmy Walker and William Randolph Hearst.

The picture will be released October 18.

## Warner Bros. Name Two New Exchange Managers

Sam. E. Morris, general manager of distribution of Warner Bros. this week announced two changes in the executive staff of his field forces.

L. E. Goldhammer became manager of the St. Louis Exchange and E. L. Alpersen is now serving in the same capacity in the Kansas City Exchange. Both appointments became effective August 30th.

## Albany First National Loses Manager Aléc Herman

Alec Herman, for the past five years manager of the Albany exchange of First National, has handed in his resignation. Mr. Herman was also president of the Film Board of Trade for the past year. It is expected that John Bulwinkle, of New Haven, is to succeed Mr. Herman.

## Colleen Moore's Next Is "Orchids and Ermine"

"Orchids and Ermine," an original written by Carey Wilson, will be Colleen Moore's next First National release. It deals with the life of a switchboard operator in a big hotel. Production will be started in about two weeks.

## Goldsmith to Handle First National Film Abroad

R. E. Goldsmith sailed to Europe on September to handle First National's product in Central and Eastern Europe. He will make his headquarters in Berlin. Goldsmith has had ten years' experience in film trading on the continent.

# Warners' 6XBR to Lead Parade

## Portable Station Wins Honor Place in Radio World's Fair in New York

**S**TATION 6XBR, Warner Bros. portable broadcasting station, just arrived in New York after a trancontinental trip, has been selected to head the gigantic parade which will usher in the Radio World's Fair, to be held in New Madison Square Garden, New York City, starting September 13 and continuing for one week.

Experts and merchandisers from all over the world are expected to attend the fair and the various numbers on the program will be broadcast by twenty stations; notable artists, men and women in politics, and representatives of the theatre and business life will appear before the microphone.

6XBR will follow immediately behind a police motorcycle escort that will head the parade and at City Hall Mayor Walker will review the procession and greet visiting manufacturers and guests of honor.

A program will be broadcast by the 6XBR and re-transmitted by WFBH, the Hotel Majestic station. During the entire week of the fair the 6XBR will be on exhibition outside of New Madison Square Garden. The station will leave those headquarters only to broadcast programs in Brooklyn and the Bronx. On Thursday, September 16, the 6XBR will be officially received in Brooklyn by Borough President Joseph A. Guider, and a program will be broadcast under the auspices of the Brooklyn Standard Union. On September 21, a similar ceremony will take place in the Bronx under the auspices of the Bronx Home News.

Following its stay in New York the 6XBR will visit many of the cities in the east and south before continuing on its tour of the world.

# Fox to Produce Three in East

## "Music Master," "The Auctioneer" and "Bertha" Ready for Filming Shortly

**W**ITHIN the next few weeks three Fox producing units will be working at the New York studio filming Broadway plays into Fox pictures. Allan Dwan will direct "The Music Master," Alfred E. Green will handle the megaphone on "The Auctioneer," two Belasco plays and Irving Cummings will make "Bertha, the Sewing Machine Girl," an Al Woods melodrama.

Dwan is improving his time learning all about symphony orchestras in order to bring to the screen the complete life of the "Music Master." George Sidney will play the title role in "The Auctioneer," Green's first directorial assignment for Fox. The picture will be a modernized version of the play by Charles Klein and Leo Arthur. The locale will be the Bronx and Riverside Drive.

Paul Nicholson has been chosen for the supporting cast surrounding Madge Bellamy in "Bertha, the Sewing Machine Girl." Director Cummings is at present in New York preparing for the filming of exteriors.

James Dent, Eastern studio manager, is mapping out his plans to take care of the busy filming schedule laid out for the studio on Tenth Avenue.

## "Country Doctor" Next for Rudolph Schildkraut

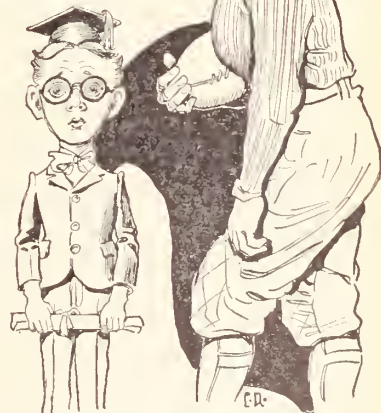
"The Country Doctor," adapted from the story by Mann Page and Izola Forrester, has been selected as the next picture in which Rudolph Schildkraut will be seen. William K. Howard will direct this Producers Distributing Corporation release.

## Warners Preparing New Vitaphone Acts

**A**L JOLSON this week made his debut as a Vitaphone star at the Manhattan Opera House in New York where the prologue for "The Better 'Ole" is being prepared. A reproduction of an old Southern plantation was built for Jolson's numbers which will consist of some of his famous "Mammy" songs.

George Jessel and Reinald Werrenrath are the only remaining artists to be "screened" for the Vitaphone. Werrenrath will sing "Tipperary," "It's a Long, Long Road" and "Man-dalay."

For LAUGHS! book—  
**COLLEGE DAYS**  
A TIFFANY Production



EXCHANGES EVERYWHERE  
ONE OF THE 20 GEMS  
FROM TIFFANY



## Capitol Theatre, New York, has Record Year; \$2,258,686 in 44 Weeks

**D**URING the forty-four weeks of the year between the beginning of August, 1925, and August, 1926, that Metro-Goldwyn-Mayer pictures were played at the Capitol, New York City, a total gross of \$2,258,686 was taken in, it was announced this week. The figures given out include:

First week, "The Unholy Three," \$60,265; second, \$49,960; "His Secretary," \$64,600 first week, \$60,800 second; "Mike," \$57,425 the first and \$45,231 the second week; \$60,450 first week and \$53,998 the second on "The Black Bird"; "Ibanez' Torrent," \$68,150 the first week and \$49,091 the second; "The Merry Widow," \$68,700 and \$51,640 in the first and second weeks respectively; "Beverly of Graustark," \$56,551 the first week and \$45,441 the last week; "The Road to Mandalay," \$52,098 the first, and \$44,324 the last week; "La Boheme," \$60,889 and \$43,490; "The Waltz Dream," \$106,834 in two weeks; "Sun Up," \$48,200; "The Mystic," \$45,576; "The Circle," \$46,600; "The Tower of Lies," \$58,200; "Fine Clothes," \$49,000; "Go West," \$50,800; "Lights of Old Broadway," \$55,271; "Old Clothes," \$43,997; "Bright Lights," \$46,500; "The Only Thing," \$54,445; "The Masked Bride," \$46,793; "Sally, Irene and Mary," \$42,298; "Time, the Comedian," \$39,394; "Soul Mates," \$44,600; "Dance Madness," \$50,665; "The Auction Block," \$45,705; "The Devil's Circus," \$50,500; "The Barrier," \$48,700; "Brown of Harvard," \$49,346; "Money Talks," \$40,238; "Paris," \$51,166; "Lovey Mary," \$42,135; "The Midshipman," \$63,200; "Exchange of Wives," \$45,420.

## Steerage Immigrants See Films

Service Rendered by M. P. P. & D. Co.  
operating with New York Film Board

**P**ATRIOTIC and historical motion pictures are to be shown in the steerage of the trans-Atlantic steamships bringing immigrants to this country, Carl E. Milliken, secretary of the Motion Picture Producers and Distributors of America, told members of the International Lyceum and Chautauqua Association in Philadelphia Monday.

Plans have already been perfected for first showings on the United States lines at an early date and additional lines will be provided with films as soon as practical arrangement can be made for their exhibition, Mr. Milliken said.

"The films will be furnished free of charge to those lines using the service and they will be specially selected pictures which will give to these future citizens their first lessons in American citizenship," Mr. Milliken said:

"The service," said Mr. Milliken, "will be rendered by the members of the Motion

Picture Producers and Distributors of America with the co-operation of the New York Film Board of Trade."

### "King of Saddle" Next for Bill Cody

Associated Exhibitors has chosen "King of the Saddle" as the title of the next production in which Bill Cody is starred. William J. Craft directed the Carl Krusada story and the entire production was made under the personal supervision of Myron Selznick.

### Warners Announce Release Dates for Three

Prints on three productions at present being cut and titled at the Warner Bros. Studio will soon be shipped to exchanges. "Across the Pacific" will be released September 20; "My Official Wife" on October 4, and October 18 is the release date set for "Private Izzy Murphy."

### First National Opens New Memphis Exchange

Ned E. Depinet, southern division sales-manager for First National, announced the opening this week of the new Memphis Exchange, located at 500 South Second Street. Douglas P. Rathbone, formerly with the Dallas Exchange, will be in charge.

The new office serves Western Tennessee, Arkansas and Northwestern Alabama.

### "Blonde Saint" Company on Location in California

Exteriors for the First National production "The Blonde Saint" are being shot at Emerald Bay not far from Laguna, Calif. Svend Gade is directing a cast headed by Lewis Stone and Doris Kenyon. Two weeks will be consumed in filming these exteriors and the company will then return to the studio at Burbank.

## Montana Exhib. Charged With "Bicycling"

The Montana Film Board of Trade, through Harry Meyer, attorney and secretary, filed charges of "bicycling" this week against Carl and Marcus Anderson and R. D. McDaniels, exhibitors who control the Liberty and Orpheum theatres, Kailispell, Mont.

The charges, filed directly by Assistant United States Attorney Francis Silver in Helena specify that the defendants rented six different films from producers and sublet them for showing at Big Fork, this year.

Although the practice of "bicycling," sub-renting of a picture by an exhibitor without contract or written authority from the owners, has existed for many years, this is probably the first time that an exhibitor has been brought to a Federal Court for alleged violation of the copyright law.

## "Vagabond Lover" Barrymore Film for U. A.

Announcement was made this week that John Barrymore's initial vehicle for United Artists will be "The Vagabond Lover" in which the star will play Villon. Marceline Day will have the leading feminine role and Alan Crosland will direct.

## "April Fool" Third Chadwick Release for 1926-27

"April Fool," Zion Meyers adaptation of "An April Shower" by Edgar Allan Woolf and Alexander Carr will be the third First Division picture on the Chadwick list for 1926-27.

## Alan Hale to Direct P.D.C.'s "Rubber Tires"

Alan Hale has been selected by Cecil B. De Mille to direct "Rubber Tires," a story of the people who sell all their possessions but their automobiles.

## Ingram Awarded Cross of Legion of Honor

**R**EX INGRAM, director for Metro-Goldwyn received notification this week that he has been awarded the Legion of Honor



Rex Ingram

Cross by the French Government. This is the first time the signal honor has been conferred on an American director.

The historical authenticity of "Scaramouche" and faithful portrayal of French historical characters, the reception of "Mare Nostrum" in Paris, added to the reputation the director had built up with "The Four Horsemen" and "The Conquering Power," are cited as the reasons for the award.

## Film Golf Tournament on September 29

**A** DECIDED innovation is promised for the Fall Film Golf Tournament which will be held at the Sound View Golf Club, Great Neck, L.I., on September 29.

The committee in charge consists of Elmer Pearson, Pathe; William A. Johnston, Motion Picture News; Jack Alicoate, Film Daily; George Bruce Gallup, United Artists; Felix Feist, Metro-Goldwyn-Mayer, and Arthur W. Stebbins.

The Sound View course is one of the best, and a big turn-out from all branches of the industry is expected. Further announcements of plans will be made later by the committee.



## Many Replies Received in "Life" Scenario Contest

THREE days after Life, the humorous national publication, published a page ad telling of the Life Cartoon Comedies scenario writing contest four hundred replies were received by the scenario editor of the publication.

The scenario writing program has been arranged to obtain the most novel, bright and original, mirth-provoking ideas possible for use in the animated Life Cartoon Comedies. It is explained that ideas employed in these cartoons are obtained from Life magazine, and readers of this publication are asked to collaborate in suggesting new ideas for future Life Cartoon Comedies. Mike, the hero, Myrtle, the heroine and High-hat Harold, the villain, are the principal characters in the Life series, which will be released through Educational.

## Three Productions Planned for Adolph Menjou

Adolph Menjou will make his next three productions at the West Coast Studio of Famous Players. The first will be "An Angel Passes," from the story written by Jacques Bouquet and Henri Falk; "With Their Eyes Open," to be directed by Luther Reed from a story by I. A. R. Wylie and "The Last of Mrs. Cheney," in which Menjou will be co-featured with Florence Vidor under the direction of Ernst Lubitsch. The last is an adaptation of a stage play.

## Associated Western Stars in Super-Western

Bill Cody, Buffalo Bill, Jr., Wally Wales and Buddy Roosevelt will be seen in "The Four Horsemen of America," an Associated Exhibitors special release. The story deals with the life and adventures of the men and women who developed the West in the early pioneer days. Associated will secure a well-known director to handle the megaphone.

## Cohill Resigns as Famous Casting Director

William Cohill, for the past four years casting director at the Paramount Long Island Studios, has resigned that position to take up duties with another company. The casting of minor players will be taken care of by Fred Fleck, recently assigned by Associate Producer LeBaron to special duties in the casting department. Cohill's successor has not yet been appointed.

## Exhibitors' Alliance Films Gets Gotham Product

By the terms of a deal arranged by Lacy W. Kastner, president of Inter-Ocean Films, which distributes Gotham product in Europe, and Nathan Nathanson, representing Exhibitors' Alliance Films of Australia, Exhibitors' Alliance has closed for the Gotham product for the territory including the entire continent of Australia, New Zealand and Tasmania.

# P. D. C. Production Units Busy

Great Interest in De Mille Picture;  
Filming of Many Features Under Way

BOTH the Metropolitan and De Mille studios are working at top speed on the productions scheduled for release through Producers' Distributing Corporation. Perhaps the greatest intensity is evidenced at the De Mille plant where filming of "The King of Kings" is under way under the personal direction of Cecil B. De Mille.

Dr. George Reid Andrews, chairman of the Film and Drama Committee of the Federated Churches in America, and Bruce Barton, author of "The Man Nobody Knows," are acting in an advisory capacity on the De Mille spectacle. Latest additions to the cast include Theodore Kosloff, Alan Brooks, Lionel Belmore, Bryant Washburn, Josephine Norman and Baby Muriel McCormack.

Paul Sloane has completed direction of "Corporal Kate" and is now editing and cutting the film. James Horn is directing Rod La Rocque in "The Cruise of the Jasper B," an adaptation of the Don Marquis story. Mildred Harris appears opposite La Rocque.

"The Yankee Clipper" company, headed by Director Rupert Julian, have returned from a cruise, during which the sea scenes were filmed of the original story by Denison Clift, William Boyd and Elinor Faure are featured. Alan Hale and Frank Condon are at work on the treatment of "Rubber Tires."

Leatrice Joy starts very soon on "Nobody's Widow," an adaptation of the Avery Hopwood farce. Clara Beranger is making the adaptation and William De Mille will direct. The cast is not yet selected.

Jetta Goudal's new starring picture, "A Fighting Love," due to go into production shortly, will mark the American debut of the celebrated Swedish director, Nils Olaf Chrisander. Victor Varconi will be the leading man in this picture. The story is by Rosita Forbes, adapted by Beulah Marie Dix, and the supervisor will be Bertram Millhauser.

At the Metropolitan studios, Director George B. Seitz is shooting the final scenes of "Pals in Paradise," Will Ritchey's screen version of the Peter B. Kyne story of a modern gold rush. In the cast are John Bowers, Marguerite de la Motte, Rudolph Schildkraut, May Robson and Alan Brooks.

Marie Prevost, after a few days' rest upon the completion of "For Wives Only," which Victor Heerman directed, has started work on "Man Bait," an original by Norman Houston. Donald Crisp is directing, and the cast includes, in addition to Miss Prevost, Edmund Burns, Douglas Fairbanks, Jr., Eddie Gribbon, Betty Francisco and Louis Natheaux.

Priscilla Dean's next starring picture will be "Jewels of Desire," from an original story by Agnes Parsons. Paul Powell will direct and Arnold Gray will be the leading man.

Director Scott Sidney is preparing "No Control," one of the yarns Frank Condon wrote. The featured players will be Harrison Ford and Phyllis Haver.

## G. D. Gould News Director on Coast for Asso. Exhib.

George D. Gould, former newspaperman and managing editor of MOTION PICTURE NEWS has been appointed news director for West Coast productions of Associated Exhibitors by David O. Selznick.

The news of the various independent units releasing through Associated will be centralized under Mr. Gould's direction. He will handle the news of Lester F. Scott Productions, Van Pelt, and the Bill Cody series produced by Myron Selznick; the "Confession" series, and a group of sea stories to be made by Harry Revier.

## Artclass Secures Release for Product

Independent Film Corporation, of Kansas City, Mo., has bought the Artclass Pictures Corporation short-reel product for the territory embracing western Missouri and Kansas. The Shooker Film Exchange has secured the Artclass product for Colorado, Utah, Wyoming, New Mexico and Southern Idaho. Louis Weiss, of Artclass, is authority for the statement that more than seventy per cent. of the entire country has been sold on the Artclass short-subject product.



ONE OF THE 20 GEMS FROM TIFFANY



## Asso. Ex. Gets London Stories

Lefty Flynn Starred, and Marjorie Daw Featured in Series of Four

**A**LBERT I. SMITH PRODUCTIONS have secured the rights to Jack London's novels and a series of four sea stories will be produced from these stories for release on the Associated Exhibitors program for 1926-27.

Lefty Flynn has been signed to play the leading male role in this series and Marjorie Daw will appear in the chief feminine role. Harry Revier will direct and the entire filming will be under the personal supervision of David O. Selznick.

Production plans are now being arranged and the company will leave for the heart of the Pacific Ocean in a large schooner, where storm sequences will be filmed. Action will be the keynote of the series, say the producers.

In addition to the leading actors, each picture will be cast with popular players. Treatments of several of London's stories are now under way and the first title will be made known shortly.

## Columbia Lists Two for Sept.

"False Alarm" and "Sweet Rosie O'Grady" Scheduled for Release

**"THE FALSE ALARM"** and **"Sweet Rosie O'Grady,"** two productions just finished by Columbia Pictures, are scheduled for release during September. The first, as the title implies, is a story of fire-fighting but, it is said by Columbia officials, has a stronger romantic element than most stories of this type.

Ralph Lewis, Mary Carr and Dorothy Revier are featured and the supporting cast includes Johnnie Harron, George O'Hara, Maurice Costello, Priscilla Bonner, Arthur Hoyt, Lillian Leighton and William Franey. Leah Baird wrote the story and Frank O'Connor directed.

The second release is a film version of the old song written by Maude Nugent. Shirley Mason is starred and Cullen Landis has the chief male role. Lester Bernard, E. Alyn Warren, Otto Lederer and William Conklin are in the supporting cast.

Harry O. Hoyt wrote the scenario and Frank R. Strayer directed the production.

## Harold Lloyd Loses Sales Manager Ragland

John C. Ragland announced this week that he had resigned his post as sales manager for the Harold Lloyd Corporation



John C. Ragland

after an association of several years. He has not made any comment as to his future plans.

## Alice Day Starred in J. G. Bachmann Production

J. G. Bachmann, of Preferred Pictures, has secured Alice Day as the star for his new feature length comedy drama, **"His New York Wife,"** adapted by Frederic and Fanny Hatton from the story by Fanny Heaslip Lea. Bachmann arranged for the use of the star with Mack Sennett, to whom Miss Day is under contract. The picture will be made on the Sennett lot.

## Two Additions to Cast of "Not Herbert"

Virginia Lee Corbin and Sam Hardy have been added to the cast of **"Not Herbert,"** the First National production in which Ben Lyon is featured under direction of Howard Higgin assisted by Charles Burner. Ray Roekett is the producer and John W. Boyle will do the camera work.

## Warners Put Three Features in Production

**C**AMERA work started this week on three feature length productions by Warner Bros. and prints on three others recently completed have been shipped East. Those going into production are **"The Missing Link,"** starring Syd Chaplin which is intended as a road show production; **"While London Sleeps,"** starring Rint-Tin-Tin, and in which Helene Costello and Walter Merrill will appear, and **"The Third Degree"** in which Dolores Costello will be starred.

The pictures completed are **"Private Izzy Murphy"** starring George Jessel, **"Across the Pacific"** starring Monte Blue and featuring Jane Winton, and **"My Official Wife"** co-starring Irene Rich and Conway Tearle.

## Film Universal Picture in Prague

**"THE TOMBOY,"** an adaptation of **"Vater Fliederbush,"** a European "best seller," has been produced in its entirety at Prague by Universal. The production was made under the supervision of Fritz Taussig, general manager for Universal in Czechoslovakia. Carl Lamac, Ufa director, made the picture with Anny Ondrak in the leading role and J. Rovensky, J. V. Speerger, J. Hurt and Egon Thorn in the cast.

The premiere of the picture will be held at Prague.

## Jacques Lerner Here for "Monkey Talks" Role

Jacques Lerner, celebrated portrayal of animal roles, arrived in Hollywood this week to play the title role in the Fox version of the stage play, **"The Monkey Talks."** It is also announced that Olive Borden will play the principal feminine role. Raoul Walsh will start direction in about two weeks.

## Allan O'Day Added to Cast of "Rough Riders"

Allan O'Day has been added to the cast of **"The Rough Riders,"** Paramount's special production. He will portray the role of a Yale college man of wealthy family who uses influence to get into the Rough Riders and goes through the terrific campaign in Cuba. Victor Fleming is directing.

## Alice Terry in Cast of "Great Ga'eoto"

Alice Terry will appear in support of Ramon Novarro in **"The Great Galeoto,"** a story of modern life in Spain, now being filmed at the Metro-Goldwyn-Mayer studios. John M. Stahl is directing the film version of Jose Echegaray's play.

## Gary Cooper Given Long-Term Paramount Contract

Gary Cooper has been given a long-term contract with Famous Players-Lasky, according to an announcement by B. P. Schulberg. He did an excellent bit of work in **"The Winning of Barbara Worth."**

## "Long Pants" Title of New Harry Langdon Comedy

**"Long Pants"** has been chosen as the definite title for Harry Langdon's next comedy for First National release. Production has just started under direction of Frank Capra. Langdon wrote the story formerly known as **"Johnny Newcomer."**

## Marceline Day Signs New M-G-M Contract

Marceline Day, Metro-Goldwyn-Mayer stock company player, has signed a new long-term contract with that company it was announced this week by Louis B. Mayer, production head.



## ~ THE CHECK-UP ~

### *Weekly Edition of Exhibitors' Box Office Reports*

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see **MOTION PICTURE NEWS**—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length	Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
<b>FAMOUS PLAYERS</b>							Hard Boiled .....	—	1	5	—	65	5,680 Ft.
Aloma of the South Seas.....	—	—	4	1	76	7 Reels	Silver Treasure, The .....	1	1	5	—	59	5,386 Ft.
Born to the West.....	—	2	11	—	65	6,043 Ft.	<b>METRO-GOLDWYN-MAYER</b>						
Fascinating Youth .....	—	—	5	—	70	6,882 Ft.	Battling Butler .....	—	—	4	1	76	6,970 Ft.
Good and Naughty .....	—	2	4	1	66	5,503 Ft.	Lovey Mary .....	—	2	10	1	68	6,167 Ft.
Rainmaker, The .....	1	4	13	1	63	6,055 Ft.	Road to Mandalay, The .....	—	—	6	4	82	6,551 Ft.
Say It Again .....	—	2	6	—	63	7,443 Ft.	<b>PROD. DIST. CORP.</b>						
Volcano .....	1	1	6	—	60	5,467 Ft.	Eve's Leaves .....	1	2	4	—	54	6,750 Ft.
<b>FILM BOOKING OFFICE</b>							Paris at Midnight .....	—	1	7	1	70	6,995 Ft.
Bigger Than Barnum's .....	—	2	3	—	58	6 Reels	Unknown Soldier, The .....	—	—	6	7	86	7,979 Ft.
Dead Line, The .....	—	1	5	—	65	5,000 Ft.	Up in Mabel's Room .....	—	1	5	5	81	6,345 Ft.
Two Gun Man, The.....	—	—	5	—	70	5,467 Ft.	<b>UNIVERSAL</b>						
<b>FIRST NATIONAL</b>							Fighting Peacemaker, The ...	—	2	4	—	60	4,292 Ft.
Brown Derby, The .....	—	2	5	—	61	7 Reels	Flaming Frontier, The .....	—	1	4	—	64	8,829 Ft.
Ella Cinders .....	—	1	6	3	76	6,540 Ft.	Love Thief, The .....	1	1	4	—	57	6,822 Ft.
Miss Nobody .....	—	1	4	1	70	6,859 Ft.	Rolling Home .....	—	—	6	1	74	6,993 Ft.
Puppets .....	—	1	5	—	65	7 Reels	Set Up, The .....	—	—	5	—	70	4,600 Ft.
Savage, The .....	—	2	2	1	64	5,000 Ft.	Terror, The .....	—	—	5	—	70	4,862 Ft.
Sporting Lover, The .....	1	2	3	—	52	6,446 Ft.	<b>WARNER BROS.</b>						
Sweet Daddies .....	1	—	8	2	71	6,562 Ft.	Footloose Widows .....	—	2	4	—	60	7,163 Ft.
<b>FOX</b>							Hero of Big Snows, A.....	—	—	5	—	70	4,745 Ft.
Black Paradise .....	—	—	6	—	70	4,962 Ft.							
Gentle Cyclone, The .....	—	—	5	—	70	4,825 Ft.							

FILL IN THIS BLANK AND MAIL TO—

*Motion Picture News, Inc.,  
729 7th Ave., New York City*

Date, .....

*In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.*

[illegible]

Class of patronage.....

Theatre.....

Population of Town.....

City..... State.....





# Studio Briefs



Walter Goss, Paramount Picture School graduate, has been chosen to appear in Herbert Brenon's next Paramount production, "God Gave Me Twenty Cents," on which work was started at the Long Island studio on August 27.

Production on "College Days," a Tiffany picture, is almost complete says a wire to the home office from M. H. Hoffman in Hollywood. It is being made with a special cast.

"The Popular Sin," a Paramount picture written by Monta Bell, adapted by James Ashmore Creelman, directed by Malcolm St. Clair, and starring Florence Vidor, went into production at the Paramount Long Island studio this week. It is another version of the "eternal triangle." Oliver Marsh, cameraman, has been given a new long-term contract by Metro-Goldwyn-Mayer. He is at present filming "Annie Laurie," in which Lillian Gish is starred.

Edward Martindel has been awarded one of the acting "plums" of the year says the Metro-Goldwyn-Mayer office. He will play "Don Julian" in "The Great Galeoto," which John M. Stahl is directing, with Ramon Novarro and Alice Terry in the leading roles.

The Russian contingent appearing in the Russian sequence of "The Mysterious Island" had been augmented by the addition of Valentina Zimina, who has been signed to play the part of the maid in this Metro-Goldwyn-Mayer production which Benjamin Christianson is directing.

George K. Arthur, Metro-Goldwyn-Mayer stock player, has been assigned the role of "Pepito" in "The Great Galeoto" which John M. Stahl is directing.

Irving Cummings has completed actual shooting on Fox Films version of "The Country Beyond," starring Olive Borden, and is now in the cutting room.

John Griffith Wray is at Fox Films West Coast Studio supervising the assembling of his latest production, "Upstream."

## M-G-M Enlarging Studio for Western Units

**P**LANS have been completed for the extension of studio facilities at Culver City in order to take care of the enlarged program of production laid out by Metro-Goldwyn-Mayer for the fall. A new stage, 125 by 200 feet, with standard equipment, a laboratory building, two stories high and new offices for the writing staff will be added to the writers' building. Remodeling in other departments also is contemplated.

Included in the production schedule is the newly inaugurated Western unit, in which Colonel T. J. McCoy is being featured.

## Gloria Swanson Starts Filming Next Week

**G**LORIA SWANSON will start production of her first picture for release through United Artists some time next week. All preliminary production arrangements were made before Miss Swanson started a week's vacation at Virginia.

"The Return of Peter Grimm," Victor Schertzinger's sixth production for Fox Films, is nearing completion at the West Coast Studio. Alea B. Francis, in the name role. Janet Gaynor and Richard Walling have the leading romantic roles.

George Siegman has been signed to play a serio-comic role in "The Bargain Bride," an adaptation of the play, "Lea Lyon," by Brody, in which Mary Philbin will be starred.

Walter Hiers will play the role of the newspaper reporter in Jean Hersholt's starring picture for Universal, "The Wrong Mr. Wright." Scott Sidney will direct the film version of George Broadhurst's stage play.

An honest-to-goodness replica of a newspaper office is promised in "Shameful Behavior?" which Albert Kelly, former newspaperman, will direct for J. G. Bachmann as a Preferred Picture.

Production on "Stepping Along," Johnny Hines's latest comedy release through First National, is expected to be finished this week. The story is an adaptation of Matt Taylor's "The Knickerbocker Kid."

The various production units turning out two-reel comedies for Weiss Bros. Artelass distribution on the West Coast are busy at the present moment with the latest pictures in the Snub Pollard, Winnie Winkle, Izzie and Lizzie and Hairbreadth Harry series.

Production has been started on Metro-Goldwyn-Mayer's film version of "Valencia," under direction of Dimitri Buchowetski. Mae Murray is starred and Lloyd Hughes has the leading male role.

F. Hugh Herbert and Marion Ainslee have been placed under a new contract by M.-G.-M. to continue on the scenario staff.

Max Barwyn has been signed to play a character part in "Valencia," Mae Murray's newest starring vehicle for Metro-Goldwyn-Mayer.

Robert McKim, screen "heavy," has been engaged for a role in Metro-Goldwyn-Mayer's "The Mysterious Island," an adaptation of Jules Verne's fantasy which Hunt Stromberg is producing.

T. Roy Barnes, Arthur Hoyt, and Margorie Gay have been assigned roles in "Dangerous Friends," Samuel J. Briskin's forthcoming Banner production, which will be made at the Fine Arts Studio under the direction of Finis Fox.

Henry B. Walthall has been signed for a featured role in "A Fighting Love," Jetta Goudal's next starring picture for De Mille. It will be directed by Nils Olaf Chrisander, the former UFA director recently brought here by Mr. De Mille.

Betty Francisco and Eddie Gribbon have been added to the cast of "Man Bait" in which Marie Prevost is starring at the Metropolitan Studios.

Marguerite De La Motte, who has just completed "Pals in Paradise" for Metropolitan, has been loaned to Universal and will be featured in "Held by the Law," with Eddie Laemmle directing.

Sojin, the famous Japanese actor, has been engaged by Cecil B. De Mille for the role of a Persian prince in "The King of Kings."

Ray West's famous orchestra from the Cocoanut Grove in the Hotel Ambassador, at Los Angeles, is furnishing the music for the dance numbers in "Man Bait," Marie Prevost's latest starring vehicle for Metropolitan.

Andre Beranger has been added to the cast of the picture starring Florence Vidor, titled "The Popular Sin," which Malcolm St. Clair is directing at the Paramount Long Island Studio from Monta Bell's story.

Augustus Balfour, under whom Herbert Brenon worked in the old days, has been signed for a part in "God Gave Me Twenty Cents" which Brenon is at present directing for Paramount.

Filming of "The Charleston Kid," a First National release, has been completed. Alfred Santell directed under Al Roekett's supervision. Dorothy MacKaill and Jack Mulhall are co-featured.

First scenes of "Ladies at Play," First National's comedy drama, adapted by Carey Wilson from the stage play, "A Desperate Woman," were filmed last week by director Alfred E. Green. Doris Kenyon and Lloyd Hughes are co-featured.

Paul Nicholson has been cast for a role in support of Madge Bellamy in "Bertha, the Sewing Machine Girl," a Fox production.

Neil Hamilton and William Platt have been added to the cast of "Mother Machree," a Fox production which John Ford is directing.

Fred Walton and Melbourne MacDowell have been added to the cast of "The City," which R. William Neill is directing for Fox Films.





## PROLOGUE FOR "THE VISION"

The photos above show the three episodes presented as a stage prelude to the Educational Technicolor production, "The Vision," at the Mosque Theatre, Newark, N.J. The presentation opened with a reproduction of the castle, painted on a scrim drop. This faded into an interior scene with a soprano dressed as a bride singing "Oh, Promise Me." The final episode is shown at the left. The production was staged by A. Gordon Reid, whose lighting effects and color scheme were an effective feature of the offering

## Johnson Uses Newspapers to Sell "Old Loves and New"

For the run of "Old Loves and New" the Coliseum, Seattle, Manager Leroy B. Johnson used a total of 178 inches of display space of which 123 inches were used for advance. The opening announcement appeared in the Seattle "Times," Tuesday, with a one column nine-inch ad, Wednesday the "Star" carried the same size space, Wednesday the "Times" carried a one column twelve, Thursday the "Times" carried a two column twelve and the "Star" a one column nine. Friday, one day prior to the opening, the "Times" carried a three column fourteen, and the "Star," a two column fifteen. On Saturday, the opening day, the "Star" carried a two column thirteen; Sunday the "Times" carried a two column thirteen.

The next large space was a one column seven in the "Times" on Wednesday in the middle of the showing, which was to act as a booster. A series of one column two-inch box ads were used in the "Post Intelligencer" for the entire run of this attraction.

## Nursery Is New Feature at New York Hippodrome

When the New York Hippodrome reopened on Monday, August 30, "Toytown," the midget city with its small animals and little inhabitants, introduced an innovation which mothers will appreciate. This is a nursery in charge of matron and nurses who will undertake to check and entertain children while the parents see the performance.

## Excellent Response to Mail Campaign for "Mantrap"

Sending out 500 letters on "Mantrap" to a selective mailing list, Manager Ralph Noble reports the response about 65 per cent, when that picture played at the Palace Theatre, McAlester, Okla.

In order to ascertain the value of the mailing list, Manager Noble states that he stood at the entrance almost all of the time and checked up his patrons as they passed in.

## Newark Theatre Exploitation Features Showing of "The Blue Boy"

SPLENDID exploitation and tie-ups were perfected by J. E. Firnkoes, publicity director of the Mosque Theatre, Newark, N.J., for the showing at that playhouse of "The Blue Boy," second Romance Production released by Educational Film Exchanges, Inc. This engagement, which opened Saturday, September 4, was the premiere showing of the two-reel Short Feature in the Metropolitan area.

A shadow box display for "The Blue Boy" was used in the Mosque Theatre lobby, showing the kidnaped "blue boy" in the gypsy camp scene from the photoplay. Six hand-colored reproductions of the Gainsborough painting, "The Blue Boy," 22 by 28 inches in size, were framed and used in the lobby. This display was supplemented in the lobby with colored stills and black

and white stills showing scenes from the motion picture.

Five excellent tie-ups were arranged with art stores, picture dealers and department stores to show in their windows special displays of prints of Gainsborough's masterpiece. Many different sized prints were employed in these displays. One of the biggest tie-ups was arranged with the L. Bamberger & Co. store, which is one of the largest in the city.

As in the case of "The Vision," the Mosque Theatre staged a prologue for "The Blue Boy." A mammoth picture frame was constructed on the stage, the scene inside this being that shown in Gainsborough's masterpiece. A boy in blue appearing in this scene played the violin.

Reproduction of special poster which the Kellogg company is supplying to dealers to tie-up window displays featuring "Pep" in connection with local showings of First National's "It Must Be Love." The tie-up was arranged by E. H. Rathbun of Los Angeles

## "Night Cry" Ballyhooed by Boy and Trained Dog

One of the most effective ballyhoos ever attempted by Manager F. J. Miller was used when Rin-Tin-Tin in "The Night Cry," showed at the Rialto Theatre, Augusta, Ga.

A young boy with a sign on his back advertising the picture paraded the streets of the city, accompanied by a German police dog. The boy would stop at different places and have the dog do tricks, such as sitting up, chasing rubber balls, etc.

## Lynchburg Theatre Stages Fashion Show for Buyers

A fashion show, with mannequins from New York and Philadelphia, was given at the Auditorium Theatre, Lynchburg, Va., during "Buyers' Week," when 600 merchants from Southern states visited that city. Managers of the various moving picture theatres co-operated with the business organizations in having passes issued to the guests.



# *“Quick Turnovers”*

A salesman who knew his business, representing a well known commodity with years of advertising behind it, called to see a merchant who had always refused to stock the line.

“So you want \$4 a dozen for this article?” said the merchant. “Nothing doing. I am buying so and so’s for \$3 a dozen. I get the same price for them I’d get for yours, so I’m making a dollar a dozen more.”

“Know Bill Smith over on K Street?” asked the salesman. “Bill Smith used to say the same thing. He too bought a ‘similar article’ for \$3 a dozen, and sold 150 dozen a year. Three years ago he put in our article. Today he’s selling 1,000 dozen without as much trouble as he used to have in selling the 150 dozen. He’s making \$2,000 a year on the article where he used to make \$450. Which is the best business?”

The merchandising principles of business are basically the same however much they may differ in detail.



Too often the empty seats represent the overhead of a theatre. How to fill them is the first consideration of the successful exhibitor.

The more *quality*, the more *draw* in the pictures you show, the *better they are known and the more they are wanted*, there's just so much the less chance for the empty seat. "Quick Turnovers" mean just as much to a theatre as to a store.

There are lots of different kinds of short comedies. You get just what you pay for, just as the merchant did who was buying the article at \$3 a dozen.

The exhibitor who wins in the long run as well as in the short, is the man who shows a Mack Sennett comedy every show, whether it's a Ben Turpin or an Alice Day or a Mack Sennett or one of The Smith Series.

*The best is always the best buy.*

ELMER PEARSON

Vice-President and General Manager,  
PATHE EXCHANGE, INC.





Factors in the success of the Greater Movie Season campaign of the Theatre Owners of Michigan. At the left is one of the delivery trucks of the Detroit Times, one of the newspapers which gave excellent support to the move. At the right is Lois Wilson, pictured with the automobile that will be given as one of the prizes in the Greater Movie Season newspaper contest

## Spokane's Bigger and Better Season

Theatre Owners of City Co-operate 100% in Great Drive for Greater Movie Campaign that Registers Signal Success

THE theatre owners and managers of Spokane again co-operated 100% in the second Greater Movie Season drive. Last year we put over a very successful campaign, but the one this year was "bigger and better" for the reason that the theatre owners and managers realized, through the results of last year, that they could not find a better stimulant for business than this Greater Movie Season Campaign.

The writer was appointed Managing Director for the city of Spokane and, with the aid of able assistants, endeavored to put over a clean, impartial campaign, neither showing nor taking any favors.

One week in advance an eight-page colored section was put out by our leading evening newspaper, the Spokane Chronicle, that would be a credit to a city like New York or Chicago.

Our theatres were all beautifully deco-

By Ray A. Grombacher  
Managing Director, Spokane Theatres, Inc.

rated with pennants, illuminated signs and everything pertaining to Greater Movie Season. All advertising and decorating were done a week in advance, and the whole campaign went over like a million dollars.

The Spokane Advertising Club gave the theatre managers a full meeting, at which Attorney Claude D. Randall made a talk on Greater Movie Season. Our street car company donated car fenders to advertise the campaign, and our billboard company, the Hayward-Larkin Company, donated billboard space.

As director of the campaign, we wish to give the following credit for their hearty co-operation and assistance: Our esteemed first-run competitor, Mr. W. L. Doudlah of

the Clemmer Theatre and his publicity man, Mr. H. J. Royster; Mr. "Nick" Pierong, manager, and Mr. Cecil B. Miller, publicity man, Pantages Theatre; Mr. Will Starkey, manager of Starkey Theatres, Inc.; and of our own staff, Mr. Frank J. Zeorlin, general manager; Mr. L. H. Keeler, director of publicity; Mr. L. A. Todd, Liberty Theatre manager; Mr. Harry Culbert, manager Casino and Egyptian theatres, and last but not least, Mr. G. W. Gonyea, our lobby and sign expert, who worked day and night making displays for the campaign.

Personally, we can not understand why the managers in large cities do not get together on this yearly drive, as they have so much better an opportunity to put on a mammoth campaign.

We feel that we would like the trade to know of the success of our Spokane effort and believe that the best way to inform them is through the Motion Picture News and we are more than grateful for the opportunity which has been accorded us to do this.

### Horoscope on Cards Herald "Thief of Bagdad"

Among a number of novelty ideas employed to exploit the showing of "The Thief of Bagdad" in Rio de Janeiro, a card featuring a horoscope for the day proved the most effective of the billing stunts devised by Enrique Daez, United Artists representative who took charge of the campaign.

The horoscope was printed on cheap stock with a date in red and word matter in black. The copy read: "St. Procopio—Full Moon at 9 p.m. Thursday—Motion Picture Day—Inauguration of the exhibitions of 'The Thief of Bagdad.' The whole of Rio de Janeiro will go on this date to the Cinema Gloria to see Douglas Fairbanks."

### Cleveland Theatre's Beauty Contest Scores

Alfred Price, manager of the New Broadway Theatre, Cleveland, has inaugurated a Bathing Beauty Contest, that has taken a great hold on the neighborhood.



A gun, a detachment of soldiers and a banner-covered auto escorted the film of "The Flaming Frontier" (Universal) from the railroad depot at Charleston to the Kearse Theatre, where the picture played a special engagement





WORLD'S PREMIERE

Red Grange, gridiron star, became a star of the screen with the premiere at the Colony Theatre, New York, of his F.B.O. vehicle, "One Minute to Play." The photo above shows the billing for the star at that house, and was taken just previous to the first performance last Sunday night



THE STAR IN PERSON

A personal appearance of the star was one of the features of the premiere of "One Minute to Play." In the photo above was Frank Woods, who directed the picture; Lee Marcus, F.B.O. sales manager; Red Grange; Byron Morgan, author of the play; Jimmy Watons, of Wheaton, Ill., and C. C. Pyle, Grange's manager

## "One Minute to Play" Opens on Broadway

Red Grange is Feature of Campaign Advancing World Premiere of Picture at Colony Theatre—Star Makes Personal Appearance

RED GRANGE, sensational star of the gridiron, made his debut as a star of the screen under no less auspicious circumstances than a gala Broadway premiere can confer upon the notables of the theatre last Sunday night, when "One Minute to Play" opened an extended engagement at the Colony Theatre, New York City. The opening performance was a "world's premiere," and with a lively campaign to stir up the enthusiasm of screen fans and all those whose interest in a much publicized personality made them receptive to the lure of seeing Red Grange in person and on the screen, the first night of "One Minute to Play" took on all the color and glamor of a festive event in the activities along Broadway.

Though the weather was far from propitious—a damp and dripping week end reaching its moisty climax on Sunday night—the crowds turned out to see "Red" as the hero of a gridiron romance and "in the flesh" as well.

### Personal Appearance Attraction

Probably the advertised fact that Grange would appear in person accounted for the mobs which formed outside the Colony—just to get a glimpse of the "gridiron ghost" as he stepped from an automobile and made his way to a seat in the auditorium. It is less problematical that the numbers which formed lines at the box office were the harvest, so to speak, of a spirited publicity and exploitation campaign conducted by F. B. O. and the management of the Colony Theatre.

The opening of "One Minute to Play" was heralded through all the avenues of publicity and advertising afforded the showman. Newspaper ads played up the event under forceable headlines to the effect that "Red is here." This newspaper campaign recalled to the collective mind of the public the sensational events connected with the thrilling career of Red Grange as a football star. The background which made Grange one of the most popular athletes of all time was vividly reconstructed in the minds of the fans by means of these striking advertisements.



Pennants suspended from the Colony across Broadway added to the display effects used to exploit the premiere of the F.B.O. feature starring Grange

Supplementing the newspaper displays colorful posters on prominent stands throughout the city. The advance work along these lines was started a week before the opening of the picture at the Colony.

The theatre was gallantly rigged out in football garnishings, with huge cut-outs of Grange, little dangling footballs, pennants and illumination adding attraction value to the college "atmosphere" of the production which would introduce Red Grange to the screen as a star of the photoplay.

The giant sign over the front of the Colony fairly shouted the name of Red Grange and the title of his picture, color and illumination adding attraction value to the huge letters and painting of the star in action.

### Results of Campaign

The effect of the campaign in focusing the interest which the public has in Red Grange upon the picture which reveals him as the hero of a football romance on the screen had its convincing testimony in the lines which formed outside the Colony at the premiere last Sunday night, when fans, exhibiting that indifference to inconvenience and even hardship for the sake of seeing the stars and the films on which their hearts are set, braved the inclemencies of a rainy evening to take their places in the lines at the box office and awaited their turn to enter the portals of the theatre where Red Grange in his first motion picture was on display.



# Short Subjects and Serials



Comical highlights in the Pathe two-reeler, "When a Man's a Prince"

## Pathe Starts New Chapter-Play

"The House Without a Key" Title of Serial with Allene Ray and W. Miller

**P**ATHE has placed a new serial in production with Allene Ray and Walter Miller in the featured roles, the title of which is "The House Without a Key," an adaptation by Frank Leon Smith, of Earl Derr Biggers Saturday Evening Post story. Spencer Bennett will direct. This Patheserial will probably follow "The Fighting Marine" on the Pathe release schedule.

Miss Ray has been vacationing since completing the last-named serial and Miller has just completed a prominent role in support of Gene Tunney in "The Fighting Marine," a Patheserial, due for release on September 12th.

Frank Lackteen, who has earned a "mean reputation" as a villain in Patheserials, again will cross the path of the hero and heroine. Harry Semels, last seen in "Into the Net," returns to the Pathe banner. Three players who appeared prominently in "Snowed In," Charles West, John Dillon and Natalie Warfield, have been re-signed for the new production.

Other well-known players in the cast, as announced, are William Bailey and E. H. Calvert, both well known for feature appearances; George Knwa, oriental character actor; Jack Pratt and Betty Caldwell. In addition to the principals large num-

bers of sailors, swimmers and Hawaiians will be used in spectacular scenes.

### Gillstrom Finishes "Blisters Under the Skin"

Arvid Gillstrom has finished direction of "Blisters Under the Skin," his seventh two-reel comedy for F.B.O. release. He will begin direction of the next and last of the "Bill Grimm's Progress" series after a few days' vacation. Kit Guard, Margaret Norris and Albert Cook are featured in these comedies.

"Carrie of the Chorus" opened up at the Plaza Theatre, and went big way. Peggy Shaw, out, is a star



## All Sennett Units Producing New Pathe Comedies

Production at the Mack Sennett studios is at peak with practically all units either finishing up or starting new Pathe releases. Camera work on four new comedies has been completed and they are now in the cutting rooms. Alf Goulding is directing a new "Smith Family" comedy and Del Lord, assisted by Glen DeVol is handling the megaphone on an all-star Sennett brand.

Harry Edwards and Ray McCarey are directing Ben Turpin in a new fun film in which the star is supported by Alma Bennett and Vernon Dent. Earl Rodney is making a new Sennett bathing beauty comedy assisted by Lonnie Dorsa.

## Gerhart Hauptman to Write Titles for "Faust"

Gerhart Hauptman, celebrated German poet, dramatist and novelist, has agreed to title "Faust," the Ufa production to be released in America by Metro-Goldwyn-Mayor in the near future. This is the latest F. W. Murnau production and Emil Jannings, Gosta Ekman and Camilla Horn appear in the cast along with Yvette Guilbert, French diseuse.

## Buys "Polish Blood" for Picturization

Carl Laemmle, now recuperating in Carlsbad, has purchased screen rights to the Viennese musical farce, "Polish Blood," by Oskar Nedbal, which has been shown for the three hundredth time in Vienna.

Several Czechoslovakian artists will leave for America soon to design costumes for the film version. It is understood that Wenig, noted painter of Prague, will arrive first.

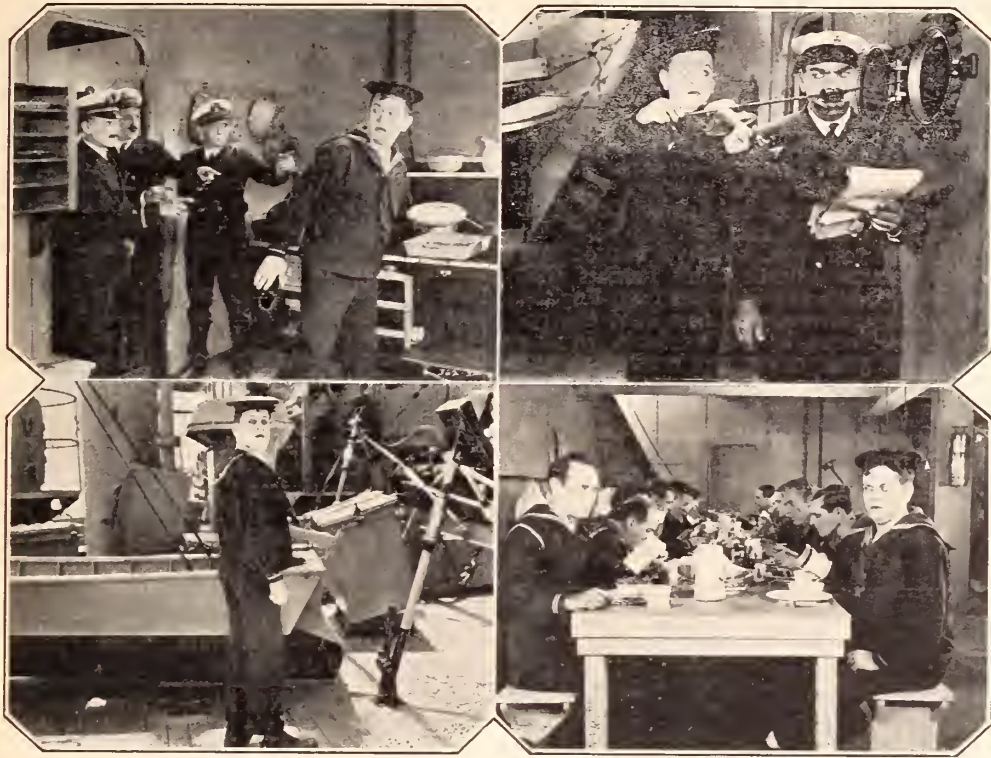
## "Our Gang" Aggregation Has New Colored Player

"Farina" of the "Our Gang" Pathe fun-makers will have the support of her baby sister, just past two years of age, in her future comedies. The new actress was initiated into the ranks this week and "Aroma" has been chosen as her stage name, credit for this cognomen going to H. M. "Beanie" Walker, former Hearst sports writer and now an executive of the Roach studios.

## Ralph J. Graves to Play "Heavy" in Mermaids

Ralph J. Graves has been engaged to play villain roles in Educational-Mermaid Comedies. His initial appearance will be in "The Jelly Fish," with Frank Pangborn. Following this he will appear in a circus picture with Al St. John.





Scenes from "Jolly Tars," released by Educational

## Pathe Schedules Week's Films

Sennett and Roach Two Reel Comedies  
and Chapter of Tunney Serial Listed

**P**ROMINENT among the Pathe releases for the week of September 9 is a two-reel comedy from Hal Roach and another from Mack Sennett. The Roach fun-film stars Charley Chase and is labeled "Bromo and Juliet"; the Sennett contribution is one of the "Smith Family" series titled "Smith's Landlord."

Other releases for the week include the second chapter of the Pathe-serial, "The Fighting Marine," with Gene Tunney, contender for the world's heavyweight championship; "Bull's-Eye," a new Grantland Rice Sportlight; "The Charleston Queen," one of Aesop's Film Fables; Topics of the Day No. 38; Pathe Review No. 38 and issues Nos. 78 and 79 of Pathe News.

"Bromo and Juliet," directed by Leo McCarey, under the supervision of F. Richard Jones, numbers in the supporting cast, William Orlamond, Oliver Hardy and L. J. O'Connor.

"Smith's Landlord" has Raymond McKee, Ruth Hiatt and Mary Ann Jackson supported by Joe Young, Thelma Parr and "Cap," the canine, under the direction of Eddie Cline.

"The Second Attack" is the title of Chapter 2 of "The Fighting Marine," the new Patheserial starring Gene Tunney. Frank Leon Smith prepared the scenario of this vehicle and Spencer Bennet directed. Tunney's supporting cast includes, Walter Miller, Marjorie Gay, Virginia Vance, Sherman Ross, Mike Donlin, Wally Oettel, Jack Anthony and Anna May Walthall.

"Bull's-Eye," the latest Grantland Rice sportlight, unfolds the fact that America is a nation of marksmen—and of markswomen, too. Mr. Rice here shows some of the amazing skill that makes the scoring of bull's-eyes an everyday occurrence.

Pathe Review No. 38 contains, "Feet-her's and His'n," a novelette bound in leather; "The Lost Empire of Africa," an account of the expedition led by Count Byron Khun de Prorok; and a remarkable variety of European scenic views in Pathecolor complete this entertaining number.

"The Charleston Queen" is the latest of the Paul Terry creations of the Aesop's Film Fables Series. Topics of the Day No. 38 offers the latest wit and humor from the press of the world, and Pathe News issues Nos. 38 and 39 cover latest news events.

## Stern Bros. List 1927-28 Films

Product Consists of Four Series of  
Thirteen Two-reels and One of Twelve

**S**TERN BROS. product for the 1927-28 season, released through Universal, will consist of four series of thirteen two-reelers each and one series of twelve, the latter the Buster Brown comedies which are now elevated to the rank of Junior Jewels. The other four will be known as "The Newlyweds and Their Baby," "Let

George Do It," "What Happened to Jane?" and "The Excuse Maker" brand.

Stories for these comedies will be provided from popular newspaper cartoon strips to which Stern Bros. have secured an extension of screen rights. George McManus' cartoons will provide inspiration for two series and the others, as usual,

will be made from specially written stories.

Jed Dooley, Ethlyn Clair and a baby, two years old, enact the chief roles in "The Newlyweds and Their Baby" series, "Let George Do It" has Sid Saylor in the title role, Charles King, Constance Darling and Blanche Payson are the trio who will be seen in "The Excuse Maker?" series, which deals with the romances of a soda-water sheik. Wanda Wiley appears in "What Happened to Jane" series, a series revolving around the love affairs of a girl with an irascible father.

In addition to Gus Meins, who directed the first series of "Buster Brown" comedies, and later guided the "Newlyweds" comedies, Stern Bros. have secured Francis Corby, Charles Lamont, Scott Pembroke and Sam Newfield to wield the megaphone on the new product.

Most of the product for the 1926-27 season is already in the Universal exchanges, leaving ample time for the preparation of the next year's pictures, which policy will avoid changes in release dates or delays in delivery, say the Stern Bros.

## Former Roach Actor Now Scenario Writer

Frank Butler, alias "Mr. Tewksbury Spat," formerly of the Spat Family series of Pathe comedies is back at the Hal Roach studios as a scenarist. Butler, an Oxford graduate, had been writing for several periodicals, but gave it up temporarily to gain new ideas, and drifted into the acting profession.

## Production Finished on Five Fox Comedies

George E. Marshall, supervisor of the Fox two-reel comedy unit, has finished production of five two-reel comedies. They are "Society Architect," a Van Bibber story, "The Marry Month of May," from an O. Henry story, "Napoleon, Jr.," a new Animal comedy, "Light Wines and Bearded Ladies," an Imperial Comedy and "Golfing Widows," another Imperial.

## Sea Scenes Feature of New Educational Release

The greater part of the scenes for a forthcoming Mermaid comedy will be filmed at sea, along the coast between Los Angeles and San Francisco. Stephen Roberts is directing a cast comprised of Al St. John, Estelle Bradley, Lucille Hutton, Clem Beauchamp, Phil Dunham and Wallace Lupino.

## "Bud" Duncan Appearing in Educational Comedies

"Bud" Dunecan, formerly of the film comedy team of "Ham and Bud," the former being the present Lloyd Hamilton, who is appearing in Educational comedy releases, will also be seen in Educational-Cameo Comedies in the near future. "Bud's" productions will be made on the same lot Hamilton is working on.

## "Loud Speakin' Papa" Now "The Radio Bug"

The title of the Cameo Comedy for Educational release has been changed from "Loud Speakin' Papa" to "The Radio Bug," it was announced this week. Phil Dunham and "Toy" Gallagher are featured.



## Resume of Current News Weeklies

**FOX NEWS, VOL. 7, No. 97:** Another American Swims Channel—Mrs. Corson, the mother of two, is second of her sex to accomplish feat; New York City—The botanical gardens are all excited—for the century plant suddenly emerges with a bloom; Philadelphia, Pa.—Pioneer of aviation in the Navy, Commander John Rodgers, hero of flight to Hawaii, dies in crash; Mexico City—Hope for peace fades as the Mexican Episcopate convenes and refuses to compromise with Calles; Springfield, Ill.—Throng of 100,000 goes to Illinois State Fair and sees the million dollar live stock show; Virginia—All coal loading records are shattered as America speeds fuel to Europe on account of British strike; Forest Hills, L.I.—France wins the right to meet U.S. for the Davis Cup when Lacoste beats Tware, Japanese ace; Los Angeles, Cal.—A perilous task is that of housekeeping for a lot of hungry alligators on the world's largest farm; Hollywood, Cal.—Louis Usabal, famous artist from old Valencia in Spain, paints portrait of famous screen stars; Dublin, Ireland—Governor-General "Tim" Healy and notable throng see competition of finest harness horses in Erin; Chicago, Ill.—America's largest inland city mapped from the air—at 3,000 feet, Chicago presents inspiring sight.

**INTERNATIONAL NEWS NO. 72:** Asbury Park, N.J.—Army of babies compete for beauty prize; Paul Smiths, N.Y.—President Coolidge confers with Will Hays on plan to preserve historic films in national library; Philadelphia, Pa.—Gene Tunney looks over the site of his forthcoming battle with Jack Dempsey at the Sesqui Stadium; Highlands, N.J.—Gertrude Ederle, first of her sex to conquer the English Channel, visits the town where she learned to swim—and gets some reception; New York City—Rare birds flourish far from home; Gallup, N.M.—Indian tribes gather for ancient ceremonies; Manville, R.I.—Mill town in war garb; Chicago, Ill.—Future Ederles train for Lake Michigan marathon; Near Juneau, Alaska—Daring Navy flyers survey Alaska's mighty glaciers; Ballater, Scotland—King George, of England, dons kilts to inspect famous Scotch Black Watch; Gothenburg Sweden—Although 68 years old, King Gustaf, of Sweden, is still an ardent tennis player; New Haven Court, England—The deposed King and Queen of Greece rehearse for a pageant at the English villa where they are "exiled"; In the Sierras, Cal—Build \$100,000 dam to be broken by water; Prague, Czechoslovakia—Fifty thousand athletes in world's greatest mass drills.

**INTERNATIONAL NEWS NO. 73:** Bucharest, Rumania—Europe's fairest queen coming to America; Shanghai, China—Chinese flappers ape American styles; Philadelphia, Penn.—Sky speed kings race in national air meet; Venice, Italy—New "white ways" in Venice lure Yankee tourists; Santa Barbara, Cal.—Spanish dons again ride streets of Santa Barbara; Philadelphia, Penna.—"Trudy" shows "Sesqui" how she swam Channel; Paris, France—Young French girl wins European beauty prize; New York City—Folks, meet Charlie, the wonder seal; Puri, India—Immense crowds join in India's weirdest festival; Cape Gris-Nez, France—International Newsreel presents Second American Woman's Conquest of the Channel.

**FOX NEWS, VOL. 7, NO. 98:** Philadelphia—Mayor Kendrick extends official welcome to Gene Tunney on visit to scene of battle with Dempsey; Summer White House has Many Callers—American Federation of Labor officials confer with President at camp; Long Island—The yacht *Ardara* wins over a field of

sixteen entries in the international star race at Port Washington; Louisiana—Millions of dollars are lost as hurricane hits over score of cities and levels homes and farms; Cape Cod, Mass.—Provincetown, land first sighted by the Pilgrims 300 years ago, is today a vast outdoor studio; Greatest Atlantic Cable Reaches U.S. Shores—3400-mile line is landed from England on the 60th anniversary of first link; Cherrydale, Ore.—Horses by the hundreds, running wild on the great ranges, are rounded up and driven to the market; New York City—United Dancing Masters of America in convention see an authentic version of latest dance, Valencia; Buffalo, N.Y.—Peace Bridge, to mark 100 years of American and Canadian amity, is hastened to completion; Belmont Park, L.I.—Powhatan, of the Salmon Stables, triumphs in big field in Fall Highweight Handicap at 15 to 1 odds.



Mystery couples with suspense in the Pathe serial, "Snowed In"

**PATHE NEWS NO. 73:** Tupper Lake, N.Y.—Coolidge pays visit to disabled World War veterans; West Point, N.Y.—Gridiron's call answered by husky West Point candidates; Highlands, N.J.—"Trudy" Ederle hailed in town where she learned to swim; St. Louis, Mo.—Baseball teams struggle for National League leadership; Paul Smiths, N.Y.—Knights of Columbus confer with President; Washington, D.C.—Winner of world's airplane speed record dies; Oakmont, Pa.—Thelma Williams selected to represent Pittsburgh; Detroit, Mich.—"Miss Detroit" host to Western beauties; Philadelphia, Pa.—Gene Tunney on visit to Sesquicentennial Stadium; Rumson, N.J.—U.S. poloists beat Argentines in Herbert Memorial Cup elimination play; Asbury Park, N.J.—Mothers' darlings show the world how beautiful they are; Pittsburgh, Pa.—Caddies swing clubs for a change and hold own tourney; Ft. Des Moines, Ia.—Citizen soldiers end summer encampment; Cincinnati, Ohio—Toledo swimmer captures Ohio; Kansas City, Mo.—Young airplane designers vie with miniature craft; Indianapolis, Ind.—Hagen captures Western Open Golf title by nine strokes; Baltimore, Md.—Young swimmers have big day at annual water carnival; Charleston, W. Va.—Citizen soldiers hosts to Gov. Gore and Major Gen. Howze; Philadelphia, Pa.—Celebrate "New Jersey Day" at Sesqui Exposition.

**PATHE NEWS NO. 74:** San Francisco, Cal.—Fleet whippets vie in speed contest; Point Au Pic, Canada—Ex-President Taft takes Canadian holiday; Toelz, Germany—Race canoes down wild Alpine torrent; Moscow, Russia—Soviets pay last tribute to extraordinary leader; Portland, Oregon—Flies over Mount Hood; Ploujean, France—World War commanders enjoy quiet reunion; Dover, England—Second American woman conquers Channel; Cincinnati, Ohio—Boy diamond stars show great form at tournament; Marion, Indiana—State legionnaire army in monster parade.

**KINOGRAMS NO. 5219:** Highlands, N.J.—Gertrude Ederle visits town where she first learned to swim and is given big reception; Sumatra, Dutch East Indies—Town of Padang Pandjang is wiped out and 300 killed; Boston—Brugnon and Cochet of France lose to Richards and Williams in national doubles championships; Asbury Park, N.J.—More than 200,000 see 1,000 babies in annual parade; Philadelphia—Marines greet "Brother" Tunney as he drops in to visit site of big fight; Los Angeles—Children stage their own circus with animals built by their own hands; Syracuse, N.Y.—Guy McKinney wins \$75,000 Hambletonian trotting race, the biggest purse ever won by a trotter; Augusta, Maine—Seventy-five-year-old Club meets and boys and girls near the century mark frolic around.

**KINOGRAMS NO. 5220:** Philadelphia—Gloria Swanson fires opening gun to start national air race meet at Sesqui; Paris—France's most beautiful girl is sent to take part in Atlantic City pageant; Brockton, Mass.—Auto, built in 1790 and run by hand, is demonstrated by owner, Pride's Crossing, Mass.—World's fastest whippets compete in annual derby; Philadelphia—Gertrude Ederle at Sesqui demonstrates her winning crawl stroke; Cape Gris Nez, France—Spectacular night pictures of Lillian Cannon's second attempt to swim channel; New York—Clare Belle Barrett, the school teacher who failed to swim Channel, is given big welcome on return home; Calabasas, Cal.—Navy officials stage motorcycle hill climb that thrills thousands of spectators.

### Educational Signs Two New Comedy Directors

Nate Watt and Hugh Fay have been added to the Educational directorial staff. At present they are directing Cameo Comedies.



# Opinions on Current Productions

## "The Law of the North"

(Universal-Mustang—Two Reels)

(Reviewed by Edw. G. Johnston)

FRED GILMAN and Maybelle Perry carry the main load in this Mustang two-reel Western and they, with capable support from the rest of the cast, furnish some real good entertainment. In fact, there's as much story and action in these two reels as will be found in the average feature Western.

It's all about a gang of desperadoes who attempt to do away with a menace in the person of Kerry Clay, a forest ranger who is seriously interfering with the gang's plans to rob stage coaches, etc. Clay comes within lassoing distance one day — is caught and hurled over a cliff. The robbers leave him for dead. Seeking refuge in a neighboring ranch house where Letty and Will Marvin live, Clay finds that Will Marvin is involved in a recent robbery. Marvin eludes arrest, Clay pursues him to the gang's headquarters where he is again captured. He escapes with Marvin as his ally and arrives at the ranch in time to save the money and effect the arrest of the desperadoes. Needless to say Clay wins over Letty's affection.

*Summary*—Exceptionally good two-reeler of the Western type with plenty of fast riding, satisfactory story and acting.



Diverting incidents in "Her Actor Friend," a Pathe release

## "Beauty A La Mud"

(Educational-Christie—Two Reels)

(Reviewed by Paul Thompson)

HERE the realm of Lina Cavalieri, the once-famed operatic beauty, and the perennially youthful Edna Wallace Hopper, are invaded for a plot and for the setting. A modern beauty parlor is the scene of the adventures of Jimmie Adams in trying to pay court to his beloved in spite of the opposition of her father, the proprietor of the shop in which women are facially made over. There is justification in Jimmie's masquerading as an expert because it makes it possible for him to be near Charlotte Merriam, the daughter of "Madame Louise" (Billy Engle) the owner. There is plausibility also, because a noted French face-landscape artist, named Edouard Brillantine (Eddie Lambert), is due and it is he for whom Billy Engle intends the hand of the fair Charlotte (Charlotte on and off the screen).

Start with the premise that the comedian lover, Jimmie Adams, does not know any more about facial massages for women than the majority of us know about Latin and Greek and you can partly imagine what happens when a wealthy, adipose female comes in to have her face made over. And then the arrival of the real French authority on female renovation. Even with all these ingredients the piece is rather stupid.

*The Cast:* Jimmie Adams (starred), Charlotte Merriam, Billy Engle, Eddie Lambert, William Irving and Blanche Payson. Director, Harold Beaudine.

*Note:* This is the first 1926-27 release of this series.

## "Nobody Loves Me"

(Universal-Bluebird—One Reel)

CHARLES PUFFY'S single reels are generally a very satisfactory brand of comedy, and this latest effort is well up to standard. All that Puffy ever lacked was a little more directorial aid and this time Director Smith has put little touches here and there which are particularly noteworthy.

The picture gets away with Puffy seemingly being pursued by a policeman, but in reality, both are racing to aid a young miss who is clinging to an overturned boat. Puffy effects the rescue and proposes marriage. This, however, is for a time forestalled by the girl's aunt, who stipulates that Puffy must first find a husband for her. After many disappointments Puffy's perseverance finally wins a mate for Aunt. —EDW. G. JOHNSTON.

## "Cathedral of St. Paul's"

(Cranfield & Clarke—One Reel)

ONLY through the courtesy of the Preservation Fund, which is restoring St. Paul's Cathedral in London, was it possible to film this reel, which shows every feature of the famous edifice. The myriad architectural beauties of the exterior and interior have been photographed, and Sunlight arcs taken into the very crypt leave nothing unportrayed. Particularly interesting are the tombs and memorials of Admiral Lord Nelson, Lord Wellington, the Iron Duke, Sir Arthur Sullivan, George Cruikshank, Sir Christopher Wren, the architect of the cathedral, and many others. In view of the lighting difficulties involved, the general photography is commendable. —L. C. MOEN.

## "The Whirlwind Driver"

(Universal-Mustang—Two Reels)

(Reviewed by Edw. G. Johnston)

SOME mighty good shots of racing stage coaches, an attempt to prevent the hero from winning, and a pretty fair fight, will certainly go a long way toward putting this two-reel Western over in theatres catering to this type of show.

Curley Witzel and Dolores Brinkman are the featured players and all the action hinges around the villain's wager of \$20,000 cash against the ranch of Colonel Rayfield that the former's team will win the stage coach classic. Of course the villain wants to get the Colonel in his power and marry his attractive daughter. Over a half-a-dozen mint juleps, the two make the deal and the race is on. One of the villain's henchmen, astride a fast horse, attempts to head Curley off and a struggle ensues atop Curley's coach while his team plunges madly on. Curley finally wins, knocks out the villain and receives a kiss from his fair one.

*Summary*—Good, lively two-reel Western.

## "The Modern Venus"

(Cranfield & Clarke—One Reel)

THIS Julian Ollendorf Sketchograp an interesting combination of draftsmanship and photography around the idea of the bathing beauty contests which come along at this season of the year. Beginning with a pen-and-ink presentation of the original beauty contest in which Paris was called in to judge of the respective pulchritude of Juno, Venus and Minerva, it proceeds through cave-man days down to the present, showing the evolution of the one-piece bathing suit, changing fashions in figures, a modern beauty pageant, winners of this year's Miss Greater New York contest, and a considerable collection of related sketches and scenes. Many of the drawings are attractive, and the general tone of the reel is breezy and refreshing. —L. C. MOEN.

## "Grabbing Grabbers"

(Cranfield & Clarke—Two Reels)

MICKEY BENNETT is the star of this offering, which deals with the efforts of him and his pal to capture a desperado, for whom a \$1,000 reward is offered. They raise the necessary \$10 to purchase an antique flivver, and start on the trail. The crook steals a bag containing the pet dog of a child movie star, which is transposed by mistake with another bag containing \$5,000 in bills. The diminutive comedy queen goes to a low dive to meet the crook and ransom her dog. Mickey and his pal follow, seeking to recover the \$5,000 and save the pup. A general fight follows, with the boys outwitting the crooks and rescuing girl, dog and money. Not so very funny, but the youngsters will probably enjoy watching it. —L. C. MOEN.

## "The Cat's Meow"

(Cranfield & Clarke—Two Reels)

DEALING with the efforts of the hero to recover the heroine's pet kitten, which has wandered off, this comedy presents a series of gags of dubious humor. The hero crawls on all fours, hangs from the side of a runaway bus, upsets things generally, sideswipes numerous individuals in the chase, and finally captures the wrong kitten, but wins the heroine, anyway, for his good intentions. There is action aplenty, but the gags and titles fail to qualify noticeably, either for newness of funniness. —L. C. MOEN.



### "The Jelly Fish"

(Educational-Mermaid—Two Reels)

(Reviewed by Paul Thompson)

HERE were possibilities that were largely missed and not so much through the carrying out of the main idea as the stupidity that characterized the exposition. Think for yourself what might have been done. A bashful youth, who is so diffident that he is afraid to propose for the hand of the girl he loves, is defended by his aunt as coming from a race of brave, heroic, daring men, one of them a famous pirate. As she tells the story the picture on the screen is of this blood-thirsty ancestor and his exploits. It is a quite delightful burlesque of Douglas Fairbanks in "The Black Pirate." That is alright; it is well taken, interesting and amusing, but your interest in the hero, Frank Pangborn, who, of course, plays the piratical ancestor as well as his descendant in modern evening clothes, is so slight that you really don't care whether he wins out in his various affairs or not.

He does such perfectly moronic things in the drawing room where his aunt comes to his defense that you feel he belongs in an asylum for the feeble-minded rather than being permitted to be at large. And this with an understanding that the intellectuality of the modern drawing room on or off the stage is nothing to shout aloud about. It seems a shame for so excellent an idea to go to waste. Pangborn makes anything but an auspicious debut as an Educational comedy star, having just closed in a legitimate attraction at Los Angeles.

*The Cast:* Frank Pangborn (starred), Estelle Bradley, Louise Carver, Robert Graves, Melbourne MacDowell. Directors, Stephen Roberts and John Adolff. Supervisor, Jack White.

*Comment:* A good idea that almost goes wrong, yet entertaining. Interesting to find so celebrated an actor as Melbourne MacDowell in small role.

### "Felix in Gim Gems"

(Educational-Cartoon—One Reel)

FELIX the Cat, who would make a great little playmate for Don Marquis' famed feline "Mehitabel," invades the squared circle this week. Or, if not the actual prize ring, at least the training quarters of a pugilist, where he serves most successfully as a sparring partner, and an invaluable first-aid in helping the over-weight pug to reduce his waistline. Not that Felix' help is appreciated, for it is not, and the knight of the padded mit is always booting the cat out of the training quarters. In retaliation Felix devises effective means of reprisal, such as substituting a wasps' nest for the regular punching bag. And for a fitting finale he brings a mule, equipped with boxing gloves up to the side of the tent in which the heavyweight is shadow boxing. When the more or less patient ass is hit he becomes an impatient ass and delivers the knock-out blow. Felix is joyously counting the fatal ten when the shutter closes for the last time. It is a timely and amusing cartoon and will enhance the reputation of Pat Sullivan and Educational.—PAUL THOMPSON.

### "Churchyards of Old America"

(Red Seal—One Reel)

A NOVEL idea for a one-reel subject is incorporated in this production, which is simply a screen record of some of the most humorous and queer epitaphs on gravestones found in old American churchyards. While the majority seem to be authentic a number of them appear to be culled from Gus Miller's well-known sure-fire jokes. While the humor contained in some of the epitaphs will cause mirth, it seems to this reviewer that exploitation of graveyards is in poor taste, to say the least.—HAROLD FLAVIN.



Scenes from "Buster Helps Dad," the twelfth and last release in the first series of Universal's Buster Brown comedies

### "Oh, Monkey Be Good"

(Bray-Sunkist—Two Reels)

(Reviewed by Edw. G. Johnston)

ALTHOUGH all jumbled up with scarcely any evidence of continuity and with resort to most everything that's ever been used in comedy-making, the fan will probably find enough amusement in this one to suffice for the time given to rounding up the considerable aggregation of players, fish, animals, etc.

It's all about a young swain, desperately in love, whose life is made miserable by the pranks of a mischievous monk. Bathing girls, an inebriate, a fishing stunt and what-not are brought into play.

*Summary:*—It will do well enough in the average house.

### "Ko-Ko in The Fadeaway"

(Red Seal—One Reel)

MAX FLEISCHER deserves a good deal of praise for his ability in devising new schemes and stunts for his pen and ink creation, Ko-Ko. He manages to incorporate a goodly number of laughs in each of this series, no two of which bear the slightest similarity. In the current issue, he conceives the idea of mixing vanishing powder with the ink so that everything Ko-Ko touches evaporates. However, the idea proves a boomerang as Ko-Ko retaliates by sprinkling Fleischer with the powder, causing Max considerable discomfiture, but in the end Max wins the powder battle. This should amuse any and everybody.—HAROLD FLAVIN.

### "The Fighting Fool"

(Bray-Fistical Culture—Two Reels)

(Reviewed by Edw. G. Johnston)

WITH the amount of space the newspapers are giving to boxing these days, any "fight picture" is bound to go over in houses where they like that sort of stuff—and this one will get by about as well as any of them. But, in this case, it seems a pity that with the wealth of material on hand, a little more care wasn't given to keep out some of the impossible situations, such as millionaire's daughters frequenting tough gyms and training quarters—and furthermore, no boxing man would ever suffer the amount of insults paid this particular one, even though he had promised his mother a la Benny Leonard, never to fight again. However, the insults finally come so fast and furious that the mother relents and her son licks four or five dozen or so of his antagonists—regains his honor and wins the girl.

*Summary:*—Any exhibitor whose patrons like fight pictures can get by with this.

### "A Minute to Go"

(Cranfield & Clarke—Two Reels)

THIS release is one of the Speed Cop series and combines melodrama and comedy in about equal proportions. The hero is a motorcycle cop, the heroine is a newspaper writer and the juvenile lead is a cub reporter. The plot deals with the theft of a string of pearls, the framing up of the cub reporter to fasten the crime on him, the kidnaping of the heroine and her airplane rescue by the reporter and the cop. The situations and the acting are conventional, and the titles do little to redeem them. The Speed Cop idea has possibilities, but little has been done with them here.—L. C. MOEN.

### "Shadowland"

(Cranfield & Clarke—One Reel)

SCENIC beauty is the theme of this subject, which is one of the Roxy Radio series. Roxy and his Gang are shown broadcasting from the Canadian wilds, interspersed with scenic views, many of them of rare loveliness, and shots of two girls listening in on a loud speaker. Poetic quotations, illustrations of them, water scenes, broadcasting scenes and the like are assembled without much thought of continuity or coherence, but the photographic beauty of the Canadian scenes fully justifies the making of the subject. With proper musical accompaniment, this should be an attractive reel.—L. C. MOEN.

### Johnny Arthur to Appear in Stage Play

Johnny Arthur, Educational-Tuxedo comedy star, has made arrangements whereby he will star in a legitimate stage production, "The Butter and Egg Man," which opens soon in a downtown Los Angeles theatre.

### Paul Gerard Smith to Write "Whatnots" Titles

Paul Gerard Smith has been signed by Walter Futter to write the titles for his forthcoming series of Curiosities release to be known as "Whatnots" which will be released through Educational.

### William Goodrich to Direct Lloyd Hamilton

William Goodrich has been selected to direct Lloyd Hamilton's next comedy for Educational release. Goodrich directed Hamilton in "The Movies" last year.





"The Texas Streak" is a Universal Western production starring Hoot Gibson

## Hold That Lion

MacLean Has Had Better Ones

(Reviewed by Laurence Reid)

**H**ERE is a four-reeler stretched out to approximately seven reels—which is too much, considering the scant idea behind it. One cannot call it other than an inconsequential affair which tries awfully hard to be amusing. Let it be said for the star and the director that they do succeed in measuring out a fair amount of humor. It is when the man behind the megaphone strives to hammer home his points that the piece loses its sparkle.

The story is one of those romantic pursuits in which a susceptible youth undertakes a globe-trotting tour in order to catch up with a girl who bowled him over with her charm. The chase and the obstacles thrown in the way take up the first part of the film—the latter sequences having to do with the lion hunt. Yes, the girl had gone to East Africa or some out of the way place to capture or kill the big cats. The hero gets his lion and wins the lady. She happens to be Constance Howard (Sam Goldwyn's sister-in-law) and she is an attractive blonde with screen personality. As for MacLean, he gets everything possible out of the story. He deserves bigger game.

*The Cast: Douglas MacLean, Walter Hiers, Constance Howard, Cyril Chadwick, Wade Boteler, George Pearce, Director, William Beaudine.*

**THEME:** Romantic comedy of love-stricken youth who pursues girl to wilds of Africa, where he gets involved in a lion hunt. Captures a lion and wins the girl.

**PRODUCTION HIGHLIGHTS:** The chase of the girl. The pursuit of star by lion. The atmosphere and color of the African sequences. The titles. The speed of action at the fin-

ish. The appeal of Constance Howard. The spirited acting by star.

**EXPLOITATION ANGLES:** Title should be used for a teaser campaign. Bill as typical MacLean film. Play up his new leading woman, Constance Howard.

**DRAWING POWER:** O.K. for all types of houses. Should please star's public.

*Produced and distributed by Famous Players. Length, six reels. Released September, 1926.*

## The Strong Man

A Top-Notch Comedy—Amusing All the Way

(Reviewed by Laurence Reid)

**O**NE has to hand it to Harry Langdon again. He has succeeded in coming through with another clever comedy to keep company with "Tramp, Tramp, Tramp." By the way he is going he'll soon be in the Lloyd class. His artful pantomime is a delight to watch—which proves that he is a master of all the technique which goes under the head of comedy.

The piece is a series of strung-together gags—all of which have a place in the Langdon scheme of things.

The episodes aren't tied together very snugly, but no one will pay attention to its flaws, so sure is its comedy. Probably the most hilarious piece of funny business has to do with Langdon protecting his virtue. He believes Gertrude Astor is trying to undress him when she is merely trying to extract a roll of bills from his pocket. The star makes the most of his expressive pantomime here. He is also in his element in the bus scene, in which he treats a cold which has fastened itself on him.

That's "The Strong Man" for you—a comic film which entertains all the way. It should prove a riot wherever shown.

*The Cast: Harry Langdon, Priscilla Bonner, Gertrude Astor, William V. Mong, Robert McKim, Arthur Thalasso. Director, Frank Capra.*

**THEME:** Comedy revolving around soldier who becomes partner of strong man in vaudeville act. Hunts for girl and finds her after amusing episodes.

**PRODUCTION HIGHLIGHTS:** The army gags. The scenes with strong man. The hunt for the heroine. The episode where vamp tries to take his roll away. The bad cold epi-

sode. The romantic scenes. The splendid acting by star.

**EXPLOITATION ANGLES:** Play up Langdon and go the limit on advertising. The star is surely over and turns them away nowadays. Bill as top-notch.

**DRAWING POWER:** Should pack them in everywhere. Fans are demanding Langdon comedies.

*Produced and distributed by First National. Length, six reels. Released September, 1926.*



Al Wilson, stunt aviator, is featured in "The Flying Mail," an Associated Exhibitors' release



## The Texas Streak

Hoot Gibson Gets His Start in the Movies.

(Reviewed by Paul Thompson)

**P**RINCIPALLY interesting as showing the metamorphosis of Hoot Gibson from a "double" in a movie company to the role of star is this latest Universal-Jewel. Hoot, Jack Curtis and George Summerville are given a lift from location on the property man's motor truck because they have lost their last cent of wages as extras shooting craps. Unfortunately their seat on the truck is so uncertain that a bump throws them off and leaves them stranded with some of the company props in the comparative desert. Utilizing these props, Hoot establishes a reputation as a heroic figure and as such is hired to baffle the villains who are trying to prevent a party of surveyors putting through their work.

Using nothing but blank cartridges Hoot not only cows a vast army of opponents but shows up the villain as double-crossing the heroine's father whose interests he is supposedly guarding. After that there is nothing to it. A small army of villains are bound together and turned over en masse to the sheriff, Hoot thereby winning not only father's gratitude and daughter's hand but also a position as star in westerns for the Universal company. This is an interesting moving picture genesis of Gibson's arrival in the saddle for the company which now lists him as one of its most successful stars.

*The Cast:* Hoot Gibson (Starred), Blanche Mehaffey, Alan Roscoe, James Marcus, Jack Curtis, George Summerville, Lee Bates, Jack Murphy and William H. Turner. *Director of his own story and scenario, Lynn Reynolds (a sort of one-man band effect).*

**THEME:** Converting a movie extra into a star.

**PRODUCTION HIGHLIGHTS:** A movie company breaking up; Hoot's round-up of villains with blank cartridges.

**EXPLOITATION ANGLES:** Gibson's "Western" fame; Blanche Mehaffey's attractiveness. Sidelight on the movies.

**DRAWING POWER:** Good, ingenious twist to plot.

*Produced and distributed by Universal Pictures Corp. Released September 26, 1926. Length, 6,259 feet.*



Highlights of Harry Langdon's latest First National comedy, "The Strong Man"

## The Flying Mail

Al Wilson Starred Doing Some Aerial Stunts

(Reviewed by Paul Thompson)

**D**RAMA and comedy are supposedly blended in this latest Associated Exhibitors release, but the drama is more successful than the comedy. This probably as it should be. In this aerial age when football players such as "Red" Grange fly rather than run or lope it is quite consistent that air-mail planes should be held up rather than lumbering stage coaches no matter how madly if skillfully the driver handles his reins over the backs of his sweating foam-flecked horses. So here we have the hero held up by the air-mail robbers so that it appears he is working in cahoots with them. As tho' that were not enough for one young rising aviation hero to contend with, a woman turns up with a phony marriage certificate to gum-up the courtship with the heroine.

It sure does look pretty bad for Al Wilson, but any man who has the nerve to do the circus stunts in the air that he has isn't going to be beaten in that fashion. He trails the gang even though the papers are carrying a reward for his own apprehension. When they leave the ground with the stolen plane and bonds he jumps on the nearest motor-cycle and by swinging from this to a ladder suspended from a plane that is pursuing the villains in their machine, he obtains a vantage point for really thwarting them. From this point on he does his stuff.

In treatment, "The Flying Mail" suggests a serial with thrills following each other in rapid suggestion.

*The Cast:* Al Wilson (Starred), Joseph J. Girard, Kathleen Myers, Carmelita Geraghty, Harry von Meter, Eddie Gribbon and Frank Tomick. *Director, Mason Noel. Author, Frank Howard Clark.*

**THEME:** Wilson's aerial stunts preventing air-mail robbery.

**PRODUCTION HIGHLIGHTS:** Airplane shots.

*Produced by A. Carlos for Al Wilson Productions. Released through Associated Exhibitors.*

*Released September 10, 1926. Length, 4,500 feet.*

**EXPLOITATION ANGLES:** Wilson's reputation as a dare-devil and pictures showing this.

**DRAWING POWER:** Fairly good.



Scenes from the Douglas MacLean Paramount comedy, "Hold That Lion"



# Regional News from Correspondents

THE American Theatre, one of the chain syndicate theatres of North American theatres, on West Park Street in Butte, that has been in darkness all summer was flooded with brilliant lights last Friday (August 27) to the tune of the big Wurlitzer, under the master hand of Charles Lavell, a Butte boy, who has returned to Butte after spending six months on the Pacific coast, and to one of Zane Grey's thrillers.

Mickey Carney for the past year, assistant to Merle Davis, manager of the Ansonia Amusement company has gone to Seattle to become assistant manager for the Producers Distributing Company. Prior to Mr. Carney's association with

the Ansonia Amusement Company, he was the local representative for the P.D.C. branch in Butte. He is a Butte boy, having been born and reared here.

Guy Hastleton, owner of the Rialto Theatre at Missoula, has returned from his automobile trip to Old Mexico and the theatre is again open to the public. While in Southern California he gave the Hollywood studios the once over.

## Butte

Mr. and Mrs. D. C. Scott, have returned from a most enjoyable trip to Spokane, where they visited Mrs. Scott's parents. They plan to open their theatres in Anaconda on the first of September. Both the Margaret and the Orpheum have been closed for the past two months.

Mr. and Mrs. Vete Stewart of Salt Lake City have been visiting in Butte the past week. Mr. Stewart is territorial representative

for the Associated First National.

C. R. Wade, manager of the P.D.C. Butte exchange, is expected home this week from Eastern Montana to meet Manager Al O'Keefe, who is here from Salt Lake City, where he holds down the managerial chair of P.D.C.

Manager W. J. Heineman of the Butte Universal exchange is in Missoula on a sales trip.

J. J. Harrington, local representative for Associated First National, spent a few days in Butte last week, preparing for the sales trip into Eastern Montana.

Dave Farquhar, chief executive of Warner Brothers, Salt Lake City office, was in Butte recently.



## Chicago



MANAGERS of Associated Exhibitors Midwest and Central Division exchange's met in Chicago this week at a sales conference which was presided over by President Louis J. Selznick and E. J. Smith, general manager of distribution. The meeting lasted for two days.

J. L. McCurdy, well-known theatre manager, is now connected with Lubliner & Trinz's organization, and has been put in charge of the Harding Theatre.

The exterior of the big moving picture theatre Clyde Elliott is building in Evanston, is completed and a name contest has been started in that town. It is understood that Mr. Elliott hopes to open this house about Thanksgiving time.

Universal's Chicago sales staff is putting on a surprise celebration for Carl Laemmle and all the go-

getters of the organization, headed by Assistant Sales Director Roy Alexander and Branch Manager Bill Brumberg are on their toes getting dates for the period from October 18th to 30th.

The Sunnyside Theatre at Indiana Harbor, which has been dark for a year, has been taken over by Al Lyons of the Peoples Theatre, 47th and Ashland, Chicago. Mr. Lyons, after putting in improvements and redecorating, has reopened the Sunnyside.

L. Siegel and H. Erlich have taken over the Majestic Theatre at Harvard, Ill., from Sam Newberger. The new owners have completed extensive improvements, including the installation of new projection machines, and the theatre will be opened within a few days.

Mrs. L. Bailey has disposed of

her Oak Lawn Theatre, Danville, to J. H. Erne. This is a 190-seat house. Another theatre which has recently changed hands is the Idle Hour at Rossville, which Manager Reiter has turned over to L. L. Dobson.

I. Maynard Schwartz has moved the offices of his Short Subject Exchange from 810 S. Wabash to the sixth floor at 845 S. Wabash, where he has secured office space.

September will probably see more theatres opened than any previous month in Chicago motion picture history. Among important houses which already opened their doors are Marks Brothers' handsome 1,500-seat Embassy Theatre, located at Crawford and Fullerton, which got away to a good start on September 2nd, and Lubliner & Trinz's 3,200-seat Congress Theatre, which

had its premier on the night of September 5th.

The beautiful Arcada Theatre at St. Charles, Ill., which is regarded as a model small city house, opened on the night of September 6th.

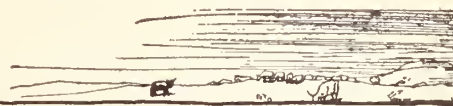
W. C. B. McKee, veteran Des Plaines exhibitor, reopened his 600-seat Echo Theatre, Sunday, after complete remodeling and refurnishing, which was accomplished during the summer months.

Another house which has been brought up to date is B. U. Young's Orpheum Theatre at Gary, Ind., where extensive improvements have been completed and the opening date set for September 12th.

The 295-seat Grand Theatre at Galena has been disposed of by Charles Parker; F. W. Engloch being the new owner.



## Southwest



HIRAM DUNKIN, who built the \$100,000 Dunkin Theatre at Cushing last spring, took possession of Cushing's two other theatres, the Columbia and American theatres, September 1st. Dunkin recently purchased these two theatres from Walling and Murphree, who owned them in conjunction with Griffith Brothers.

H. K. Buchanan, vice-president and sales manager of Home State Film Exchange, came up from Dallas the first of last week to help get the local exchange here going well under the enlarged plan of distributing the Progress product. As a result of Progress turning over its product to the Home State Exchange for sales and distribution in Texas, Oklahoma, and Arkansas, the Oklahoma, City Home State Exchange moved into the Progress offices. The office force of Home State was kept intact and C. M. Jagers, former manager for Progress, retained for the present.

L. W. Brophy, who sold out his theatre holdings last spring and who has been touring Europe this summer with his wife and daughter, writes that he expects to get back home the middle of this month. Brophy has been studying the motion picture theatres in the foreign countries he has visited, Ireland, England, Holland, Germany, Italy, Switzerland, and France. Mr. Brophy formerly owned the Yale Theatre at Muskogee, the Yale and Palace at Claremore, and the Yale and Lyric at Vinita.

The new Blaine Theatre opened at Henryetta last Wednesday evening to a large audience. 1,200

leather upholstered chairs, heavy velvet curtains, beautifully decorated and illuminated lobby and foyer were features of the New Blaine. The physical presentation of the pictures was especially fine and the crowded house were appreciative of the splendid theatre.

H. O. Davis, local distributor of Acme Portable Motion Picture Machines, has received word that he has won the third prize in the national contest the Acme has been staging for sales increase for the month of August. There are 33 distributors, and only nine of these made their quota during the contest. Mr. Davis's award is a hand-

some gold watch engraved with his name.

The new Ritz Theatre at Duncan, Okla., is scheduled to open next Wednesday evening. R. F. Wilbern, the manager has two other theatres at Duncan. Although the new theatre seats only 500 the equipment is so complete and the theatre so attractive itself that it will be one of the very best smaller houses in the state.

C. R. Zears, secretary of the Film Board of Trade, has returned from Colorado and is hard at work after his vacation. The F. B. T. office has been closed for three weeks for the usual summer vacation.

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## Des Moines



**C**EDAR FALLS held a big celebration when the Regent Theatre had its reopening on August 13. The theatre has been closed for redecorating and for carpeting anew. The color scheme is now blue and ivory and the theatre throughout is one of the prettiest in the state.

The Lineville Movie Company have bought the equipment for their theatre at Lineville, which is located in the new hotel building. The building cost over \$25,000. The entire theatre equipment was bought from the Exhibitors Supply Company. J. F. Craney will have charge of the Lineville Theatre. Mr. Craney is a newcomer to the theatre game.

The theatre at Newton, which is in the new Hotel Maytag building, is now under construction. The theatre will seat about a thousand. A. H. Blank has contracted to take the management of the Newton house.

W. R. Liebman, branch manager for the Des Moines office of Pathe, has been promoted to the Minneapolis office. Mr. Liebman will be followed by H. A. Kauffman, who comes from the home office of Pathe. Mr. Kauffman has been with Pathe for a good many years. He was inspector booker for a length of time and in this capacity served at practically every branch in the country. He was most recently transferred to the home of-

fice for special work before being sent to the Des Moines office.

Among the new cars in Movie Row is the Dodge now being sported by R. C. McCollough, salesman for F. B. O. in the southern part of the state.

R. B. Reingold will have charge of the new Fox office opening in Des Moines on September 15. The Fox exchange will occupy a new brick building constructed for their use by the heirs of the Hubbell estate at Eleventh and High. Mr. Reingold, who will take the management of the Des Moines office has been with Fox in Omaha for the past two years. He was formerly located in Des Moines and has handled Iowa territory for some time.

As one of the series of Exhibitors Round Tables being held at different times in Des Moines under the auspices of the Iowa Theatre Owners Association was a meeting held last week which was attended by a representative number of film men of the state. The meeting was held at Hotel Savery on August 31 and was the final roundup in a membership drive being made with the purpose of lining up every exhibitor of Iowa with the state organization. On September 15 every Iowa film man will have been visited by an active member of the association to line up his membership.

John Hayes, formerly assistant booker for Famous Players, is now

out in the territory. He is covering the section for which W. E. Barker was formerly salesman. Mr. Barker has been transferred to the Omaha office.

Fair time brought in a lot of exhibitors who also visited Movie Row. Among these were Walter Carroll of the Star Theatre at Colfax, John Waller of the Lyric at Osceola, Mr. Vance of North English, Furver of the Broadway at Brookland, Pierce of the Atlantic at Atlantic, E. P. Smith of the Strand at Newton, Mr. and Mrs. Byron Watson of the Grand at Knoxville, W. F. Wolcott of the Gem at Eldora, E. J. Morris of the Princess at Eagle Grove, W. P. Grossman of the Palace at Nevada, F. G. Sterns of the Auditorium at Corydon, L. C. West of the Colonial at Grinnell, W. H. Mills of the Strand at Grinnell, Mr. Foresman of the Lyric at Jewell, W. L. Dixon of the Auditorium at Mt. Pleasant, etc.

F. B. O. held a special showing at the Strand Theatre for the exhibitors who were in town. There were about two hundred and fifty present at a special 11:15 show and applause lasted for three minutes after the close of the feature.

The Frankel Amusement Company of Des Moines, of which Abe Frankel is the largest stockholder, is opening up a theatre at Washington, Iowa. This theatre will be in opposition to the Fox house which has held the field for several

years. The Frankel house is the Opera House which has been closed for several years and on which considerable money is being spent in remodeling and redecorating and in the placing of up-to-date equipment.

J. C. Collins is now salesman for F. B. O. He is doing special sales work and is not limited to any one territory. Mr. Collins is owner of the Rex Theatre at Perry and has most recently been salesman for the Producers Distributors.

John Waller, of Osceola, and J. E. Michaels have bought the theatres at Jefferson and Scranton from William Youngclass. Mr. Youngclass is going to Los Angeles to engage in business in Hollywood. Mr. Michaels within the last few months sold his interests in the Tama Theatre.

F. A. Leach has bought back his interest in the house at Melford.

Recent sales made by the Exhibitors Supply Company were a new screen sold to Abe Frankel for his Des Moines house, the Casino, and a screen sold to Ludi Bosten for his house at Wapello, the Keck.

The Fontanelle Film Company will have offices in the Film Exchange Building, 1019 High Street, Des Moines, beginning September 15. With the establishment of the Des Moines office all Iowa accounts will be transferred to the Des Moines office.



## Salt Lake City



**T**O further promote the pleasant social relationship among the film folk, the gentlemen along Film Row have formed a luncheon club. Each noon the film bunch gathers at the Utah Cafe and very pleasant associations are reported to result.

Andy Murdock, of Heber City, Utah, made his weekly trip to Film Row a few days ago.

Harold W. Pickering, formerly with Famous Players-Lasky Corporation here, and now associated with the Saltair resort, is accompanying Miss Utah and her father to the Atlantic City Beauty Pageant, acting as her manager and advisor.

Several of the film boys chartered one of the big Gray Line busses last week and enjoyed a most wonderful trip about this city, it is reported. The trip was brought to a close by a visit to the state capitol.

Ed Ryan came in from Brigham City, Utah, a few days ago, and presented each of the local exchanges with a bushel of luscious peaches, which are grown in Brigham City, the peach center of Utah. He also is attending to the booking for his Liberty Theatre there.

Producers Distributing Corporation here expect to move into their new office within the next two weeks and announce that they will be settled in the new building by September 15th.

E. A. Van Wagner, exhibitor of Pleasant Grove, Utah, is visiting here this week.

Mathew Aparton, manager here for Universal, is now on an extensive trip into the states of Idaho and Wyoming. Jimmie Beale is also covering these two states, while Tony Hartford is still out in the Nevada territory.

Fred Lind, now in charge of the F.B.O. Exchange, in this city, just returned from a trip into Idaho and will leave again for the territory the latter part of this week.

G. C. Jones, formerly associated with Warner Bros. as sales representative, has now taken the position of booker at the F.B.O. office here in the place of Ernie Gibson, who recently resigned and is now representing Associated Exhibitors in this territory.

New fixtures are being installed in the Associated First National new exchange and they will be moving this week. According to Branch Manager W. F. Gordon, they will be settled in their new quarters by September 1st.

Clyde H. Messinger will return to his managerial duties at the local Educational office the latter part of this week from the Idaho branch.

John Ruger, exhibitor from Park City, is visiting here for several days in the interest of the American, Orpheum and new Egyptian theatres which he and Frank Knotts, of Vancouver, B.C., own at Park City.

Moz Burles, who was formerly the ad sales manager out of the local Famous Players-Lasky Exchange, and who is now a Paramount salesman out of the Los Angeles office, is visiting Salt Lake City, renewing his old acquaintances among the theatre and exchange men, according to Ray Hendry, assistant manager at the Victory Theatre here.

F. C. Dahnken, one of the owners of the American Theatre of this city, is now visiting here. Fred Dahnken has left within the past few days for San Francisco, but will return here soon, according to announcements.

L. N. Strike, of the Kinema Theatre, has left this city for a business trip to Montana, leaving the theatre in charge of F. L. Horr during his absence.

Charlie Hamal is out in the territory for Pathe and upon his return, in a few days, expects to leave for California to spend his vacation there.

Miss Helen Armstrong, contract clerk for Pathe, left the local office, due to the fact that she is to make her home in Los Angeles. She has been succeeded by Mrs. Ione Barrette, who was formerly with Universal here.

L. A. Davis, District Manager for Associated Exhibitors, has returned from Montana where he has been installing Joe K. Solomon as manager of the Butte office.

The Utah Theatre Supply Company of this city recently sold the entire equipment for the new theatre at Pleasant Grove, Utah. A contest is being held at Pleasant Grove, in which they offer a prize for the most suitable name for this new house.

The Utah Theatre Supply Company also reports that they have just sold new equipment to the new Wells Theatre, at Wells, Nev., which house is owned by Mrs. M. C. Curd and to Earl Ridgeway, at Hazelton, Ida., for his new house opening there.





## Southwest



THE Greater Movie Season was opened by the Imperial and Alhambra theatres, Charlotte, Sunday night with a bang, with a midnight showing in both houses. The Alhambra playing "Flaming Frontier" three days and had as an added attraction Chief Red Fox, full-blooded Sioux Indian. The Strand Theatre, with tabloid musical comedy and the Broadway with pictures, also had midnight showings.

Roy Williford, manager of the Strand Theatre, motored to Atlanta with his family Thursday for a short vacation.

Tom Little, manager of Producers Distributing Corp. office at Atlanta, was a Charlotte visitor the past week to attend the auto races.

J. B. Buchanan, from Atlanta, cameraman for Pathe, spent Monday in Charlotte shooting scenes of the races for Pathe News.

J. F. Gibson, of the Scotland Theatre, Laurinburg, N.C., was a Charlotte visitor the past week.

A. B. Braswell, former owner of the Palace Theatre, Winnsboro, S.C., was in Charlotte the past week and announced that he had sold his house to O. C. Scarborough, Jr., of Winnsboro, S.C.

W. H. Eubanks, former booker and salesman for Liberty Distributing Corporation is now affiliated with the Enterprise Distributing Corporation in the same capacity.

G. H. Chester, manager of the local Enterprise office, and Mrs.

Chester returned from an extended stay in Florida. Mr. Chester was covering the Florida territory for the Enterprise Distributing Corporation.

Mrs. Phelps Sassen, owner of the Iris Theatre, Salisbury, N.C., and her charming daughters, spent Monday in Charlotte attending the races and looking after business.

A. B. Huff, of the High Point Amusement Company, High Point, N. C., spent Monday in Charlotte attending to business and also attending the automobile races.

A. B. Cheatham, Special Representative for Progress Pictures Home Office in Atlanta, is spending several weeks in the Charlotte office.

C. L. Welch, of the Victory

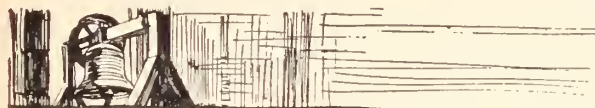
Theatre, Salisbury, N.C., was a Charlotte visitor recently.

R. T. Wade, of Morehead City, N.C., was a Charlotte visitor the past week.

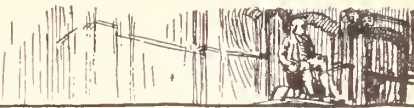
J. L. Caudell, of St. Paul, N.C., has purchased the Wanoca Theatre, Wallace, N.C., from J. A. Rowan. This will give Mr. Caudell two theatres, one in St. Paul and one in Wallace.

J. A. Fitzgibbons, who has been district supervisor out of Charlotte for Publix Theatres, is being transferred to the Florida territory by this company.

M. A. Drumbar, who has been associated with Publix Theatres, in Knoxville, is being transferred to the Charlotte territory, succeeding Mr. Fitzgibbons.



## Philadelphia



ELABORATE preparations are being made for an outing of the motion picture men at the Green Valley Country Club on September 20th. A golf tournament for which prizes have been offered will be one of the features of the day. There will be a dinner to which the ladies will

be invited, with dancing rounding out the program.

Irwin Weiss, who has been a salesman on the staff of the De Luxe Exchange, is now serving as booker for the East Coast Theatres Company.

Graham Harris, who was formerly conductor of the London

Symphony Orchestra, and who has, since joining the Stanley directorial staff, been serving as guest conductor at various houses in Philadelphia and Atlantic City, has been appointed permanent director of the Stanley Theatre Orchestra, succeeding Sidney Lowenstein, who has been transferred to the Aldine.

The William Penn Theatre, which was purchased early last spring by the Stanley Company from Miller Brothers, for approximately \$250,000, will, after extensive improvements are made, reopen on October 1st with Mae Desmond and her players as the initial repertoire company.

## Baltimore

THE Embassy Theatre, 415 East Baltimore Street, Baltimore, Md., reopened to the public Labor Day, September 6, and played to large crowds. This house, which was operated by the Independent Theatres Corporation, Philadelphia, last year, is being operated now by the American Theatres Corporation, a Maryland company organized by Philadelphia interests.

Frank Hammerman is president and managing director of the company, J. W. Rossheim is treasurer, Sam Baron, lately associated with the Rivoli and Rialto theatres, New York, is manager, and Harold Paresky is his assistant.

The Grand Theatre, Highlandtown, Baltimore, Md., was scheduled to reopen to the public, Saturday afternoon at 1.30 o'clock, September 11.

This house with 1500 seats will be run as a straight moving picture theatre during this season. It is a residential theatre in the eastern section of the city.

About \$20,000 was spent on alterations, it is said, which included remodeling the foyer and lobby, building a new entrance to the balcony, repainting and redecorating the interior and exterior and installing new lighting fixtures.

C. B. Councilman resigned as manager shortly after the play-

house closed the early part of the summer and Frank H. Durkee is now president and managing director of the company operating the playhouse. Mr. Durkee also operates the Palace, Belnord and Forest theatres. Charles E. Nolte, manager of the Belnord, will be house manager of the Grand.

William E. Stumpf, manager of the Garden Theatre, a Whitehurst playhouse, has returned from his vacation.

This year Dr. J. H. Whitehurst, president of the Whitehurst theatrical interests, operating the New and Garden theatres, spent his vacation in Atlantic City and Wildwood and came back greatly refreshed and ready for work.

Plans for a theatre building for Fredericksburg, Va., are being contemplated by the Pitts Realty Company, of which B. T. Pitts is president.

The Rialto Theatre, with 1300 seats, Clarksburg, Va., is being remodeled after plans by Edward J. Wood and Son, architects, that city, who have also drawn plans for a new theatre to be built next door to it by Jack Marks.

A theatre seating 800 persons will be built in the suburbs of Memphis, Tenn., at Wyle and Lamar streets, by the Ballas Amusement Company. Contract for the building has been given out.

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# Milwaukee



**C**ONSTRUCTION of Al Bartelt's new theatre on 8th Avenue and Oklahoma is progressing rapidly. It is estimated another two months will see its opening.

M. Stuck has taken over the Lorraine Theatre on Fond du Lac Avenue and opened it after extensive redecorating, on September 4th. The house has been given a new face brick front which gives it the appearance of a new building. It has a capacity of about 450.

Metro-Goldwyn-Mayer exchange is looking for new and larger quarters as also is the Fox office. It is intimated that the two may share a building if a suitable one can be found.

The Wausau Theatre at Wausau, was re-opened under the management of Saxe Amusement Enterprises on September 4th with a special program. It was formerly known as the Stuart Theatre. H. J. Fitzgerald, general manager of the Saxe organization; E. J. Weisfeldt, formerly production manager, and William Cuddy, director of publicity, were present at the opening. Bert Jordan is retained as manager under the new ownership. The Wausau has undergone extensive renovation and new equipment has been installed throughout, and is now one of the finest theatres in the northwest. It is much the same type of house as the Majestic of Beloit, which Saxe Amusement Enterprises have taken over and after complete redecoration, reopened on August 14th under the same name. Harry Ellis continues as manager.

Elmer Saiter and George Cohn have been added to the F. B. O. sales force, traveling northern Michigan and central Wisconsin respectively. Mr. Cohn was formerly associated with United Artists in Chicago.

Ray Pfeiffer, manager of the Princess Theatre, Chilton, was a recent Film Row visitor.

Work on the new theatre on Kinnickinnic and Potter avenues, commenced sometime ago and then abandoned, is now being revived. The foundation is in and work on the walls and floor is going ahead with a rapidity that indicates a progressive and purposeful owner.

Joe Schneider, M-G-M salesman tells this one. His new Buick, just three weeks old, was nearing Escanaba when it unaccountably (according to Joe) veered into the ditch, doing considerable damage to itself and less to the driver. After a few hours' wait in Escanaba, Joe decided to phone the garage for a verdict on his car. The telephone fell and hit him on the head. When he came to he discovered that his watch and a pair of valuable binoculars were missing. With these few unimportant exceptions, all went well for Joe until he was leaving Escanaba. His new and even more newly overhauled car was met head on by a farmer speedster and reduced to minute particles. All Joe was able to save were a number of contracts. Mr. Schneider wishes to announce that he is now driving a new Buick, and that in the future when he walks, it will be in the middle of the street to avoid falling buildings.

The Opera House, Wittenberg, under management of Walter Kersten, was threatened by fire recently, when the building in which it is located was partially burned.

Arthur Richter has taken over the Paris Theatre which was formerly managed by Jacob Wolf. Mr. Richter for the past few months has been managing the Pastime Theatre in the absence of Leo Behring, who has just returned from a trip abroad.

Ralph Masiman, of the Rex Theatre of Oshkosh, spent a few hours in local exchanges recently.

J. Heft, manager of the Pastime Theatre at Horicon, was in Milwaukee for the Fair and incidentally called on his friends along Film Row.

R. W. J. Bettis has joined the Fox sales staff and has been assigned to central Wisconsin territory.

William Roob, of the Grand Theatre, Port Washington, spent a few hours in local exchanges during the last week.

Frank Sutter has sold his interests in the Lincoln Theatre, Milwaukee, to Stephen Blum.

E. G. Bregger, manager of the Gem, is building a new house in Crystal Falls, Mich.

Saxe's Savoy, closed for a few days for alterations, has re-opened as one of Milwaukee's finest outlying theatres. Among the changes are an enlarged stage to permit more elaborate presentations, change in the lighting system from direct to indirect, a new organ of latest type, rugs in the aisles, and a new scheme of interior decoration.

A 7-piece orchestra has been added. Henry Perlewitz is manager and part owner.

Miss Grant, office manager of M-G-M, Milwaukee branch, has returned from her vacation, full of pep; she says she had a good rest and a good time.

A. L. Merritt, Holland, Mich., manager of the Princess Theatre at Oconto, combined a little business with the pleasure of attending the Fair for he was seen in various exchanges. Mr. Merritt finds time between his flying trips across the Bay to drop an occasional fly into his favorite trout streams and reports great success in the closing week of the season.

J. C. Flynn, vice-president of Producers Distributing Corporation, is expected in Milwaukee very soon. He is making a 35-day trip visiting the exchanges throughout the country.

A. B. Huff, of Port Washington, dropped in at the local exchanges for a visit. His new theatre now under construction is progressing satisfactorily, and he expects to open about the 1st of December. The contest he is conducting in Port Washington by which he will choose a name for his house, is now reaching a point of great interest, and suggestions are fairly flooding him.

Paul Conley, manager of the Majestic Theatre, Reedsburg, was among out-of-town exhibitors in the city.

H. B. Ironfield, formerly statistician in Fox's New York offices, is now booker for Fox's Milwaukee exchange.



# Albany



**PAUL SMITH**, formerly of the local Pathe office, but now of New Haven, was in town during the week on his way to Montreal, where he is spending a portion of his vacation.

Ed Hochstim is now handling the Associated Exhibitors' product out of Albany, but without being assigned to any particular territory.

W. A. V. Mack, midwestern division sales manager for Pathe, was in town during the week.

Uly S. Hill, manager of the Strand houses in Troy and Schenectady, is a Tunney fan and an autographed picture of the fighter adorns Mr. Hill's desk.

Bob Yates, manager of the Arcade in Lake George Village, will be in town some day this week, and plans to go on the road with a vaudeville attraction later on.

Several Universal officials were in town during the past week, including Earl Kramer, eastern division sales director, and Julius Singer, from the home office. E. D. Leishman, of New York, was also in town for a day, inspecting the new quarters which Universal is occupying.

Mrs. Dennis Regan, of the Star, in Greenwich, was in town during

the week. She reports business as having been good during the summer, although operating on a three-day-a-week basis.

Betty Donnelly, billing clerk at the Pathe Exchange, is enjoying a vacation by auto and steamer, that includes Montreal and Buffalo.

Gardner Hall, in Troy, reopened last week after having been closed for three or four weeks to permit of renovation and redecoration.

Bert Gibbons, local manager for Bond, is not a bit superstitious, as is evidenced in the fact that the exchange moved last Friday into its new headquarters in the Exchange Building.

Frank X. Shay, of Schenectady, former president of the common council in that city, and for ten years manager of the Pearl Theatre there, has become a business partner of Morris Silverman, and will be associated with him in all of his enterprises.

James R. Grainger, general sales manager for Fox, paid a flying visit to Albany during the past week.

Tony Veiller has received a letter from Will Hays complimenting him on the address which he

recently made before the Albany Rotary Club.

The young son of C. H. Buckley is back from a summer camp, bringing with him a medal testifying to the effect that he won the 75-pound boxing championship of the camp.

Isaiah Perkins, of Speculator, along Film Row during the past week, could talk of little other than Gene Tunney, who has been doing his training in the Adirondack town. Mr. Perkins hopes to be at the ringside on September 23.

Dick Melvin has joined the local Fox sales forces. Isador Schmertz, local manager for Fox, was on a business trip last week through the Catskills, and met many of his friends.

Proctor's Theatre in Troy, is scheduled to reopen about Sept. 13. A new \$30,000 organ has been installed and the house has been redecorated throughout.

J. H. MacIntyre, who recently resigned as manager of Famous Players Exchange here, was in town last week on his way to Detroit, where he expects to locate. The week also brought to town

Bert Moran, of Pittsburgh, Pa., one-time manager of the Pathe Exchange here, who had been spending his vacation in Vermont.

Miss Jane Halloran, secretary of the Albany Film Board of Trade, is back at her desk after a vacation spent at Lake George. The Board met this week for the first time in several weeks and now will function on its regular schedule.

Joe Miller, representing Renown, of Buffalo, was in Albany during the week, calling on various exhibitors.

Harry Rose, of the King, in Troy, is back on the job, following a trip to Pennsylvania, where he officiated as best man at the wedding of his former college roommate.

Al V. Bothner, now of Mohawk, where he is handling Smalley interests, and who was one time a resident of Troy, proved himself a hero a week or so ago when he rescued a couple of children near Iliion. Mr. Bothner, after effecting the rescue, walked away without divulging his identity. Parents of the children, however, after considerable search, located Mr. Bothner and showered him with their thanks.





## Kansas City



A NEAR calamity was narrowly averted Saturday night in the Globe Theatre, first-run downtown house of Kansas City, when a fire in the projection booth filled the auditorium with smoke. The damage was only slight and the diplomatic work of girl ushers calmed the crowd, which left the theatre in order.

With a new cooling system installed, the Globe Theatre, first-run house of Kansas City, managed by N. F. and William Flynn, has been doing a big business since its reopening last week. There actually have been complaints on the part of patrons concerning the violent change in temperature from the street to the theatre, according to William Flynn.

Defying ultra hot weather, the Empress Theatre, Kansas City, flung open its doors Saturday for the winter season and the first two days saw a good attendance.

Among the out-of-town exhibitors in the Kansas City market this week were: C. M. Pattee, Pattee Theatre, Lawrence, Kas.; C. L. McVey, Dreamland, Herington, Kas.; J. J. Newcomb, Newk's Theatre, Burlington, Kas.; "Doc" Miller, Miller theatres, Wichita, Kas.; Frank Whittam, Bonner Theatre, Bonner Springs, Kas.; Walter Wallace, Orpheum, Leavenworth, Kas.

Work on Universal Joplin-Egypt

ian Theatre at Joplin, Mo., will start soon. Contracts between L. P. Larson, art director of United Studios of Chicago; Fred D. Jacobs, architect, and A. J. Olson, construction engineer. The theatre, which will seat 2,000, will cost \$52,000 and will be domed to carry out the impression of an open air theatre.

If early indications are to be relied upon, Kansas City theatres are due for a prosperous winter season, both motion picture and legitimate. The Orpheum and Shubert theatres played to exceptionally good attendances their opening weeks, last week, despite hot weather.

J. J. Newcomb of Newk's Theatre, Burlington, Kas., has issued fair warning:

"I've just purchased a 'powerful six' and it's going to be mighty difficult for film salesmen to find me 'in' from now on," was his "proclamation."

The new Bonner Theatre, of Bonner Springs, Kas., managed by Frank Whittam, opened its doors Thursday. The house seats 700.

C. Claire Woods, manager of the Waldo Theatre, suburban house, of Kansas City, is confined to his bed as a result of blood poisoning in his left foot.

Here's an idea not so bad for other exchange managers to fol-

low. Girl employees—and they're a lot of good looking ones—have agreed to give one kiss each to the winning salesman in the present play date drive. Ralph Heft, of that exchange, arrived for work an hour early the morning after the agreement was reached.

M. B. Shanberg and Herbert Woolf, of the Midland Theatre and Realty Company, of Kansas City, and R. C. LiBeau, Paramount district manager, attended the opening of the new Ambassador Theatre in St. Louis last week. Mr. Shanberg will be managing director of Loew's \$4,000,000 theatre in Kansas City when that theatre is completed.

Samuel Harding, president of Capitol Enterprises, Kansas City, returned home from New York Saturday after an extended business trip in New York.

Gus Solomon, assistant general sales manager of the Red Seal Pictures Corp., of New York was a Kansas City visitor this week.

Another visitor was L. J. Allison, head booker at the First National branch in Des Moines, Ia.

One feature picture will be released each week by Midwest Film Distributors, Inc., according to the schedule announced by E. C. Rhoden, Kansas City manager.

Cecil Parkhurst, P.D.C. booker, was away from his desk several days last week, due to the death of a grandfather.

Miss H. Thomas is "pinch hitting" for Russell Borg in the booking department of Educational during the vacation of the latter.

E. L. Dyson, of Pathe, is another vacationist, as is A. A. Renfro, of the same company.

Stanley Mayer, of Fox, is being congratulated on winning one of the \$100 prizes in the "Jimmie Granger Month" drive recently.

K. G. Howe, formerly with Paramount, has joined the Fox sales force.

Harry Taylor, Universal branch manager, is spending a vacation in Colorado while his chair at the office is being filled temporarily by Art Gebaur.

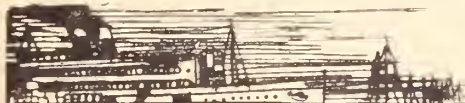
Charles Rogers, Associated Exhibitors official, was a Kansas City visitor.

G. L. Hickman, Pathe salesman, suffered bruises and lacerations about the face when his automobile collided with another car near Lewisburg, Kas.

Friday night H. W. McCarthy, Pathe salesman, "hit the road" this week after completing a vacation.

C. A. Schultz, P.D.C. branch manager, closed up his desk and hurried out into the territory in search of more contracts.

Joe Silverman, president of Independent Film Corp., Kansas City, returned from New York, this week.



## New England



MRS. ALICE A. DADMUN, for some years associated with her husband, Leon E. Dadmun, in theatrical enterprises in suburban Boston, died Friday at her home in Harvard, Mass. She was for many years a resident of Somerville, Mass.

Delegates to the Connecticut State Convention of the American Legion were guests of the Rialto Theatre management during the sessions of the convention at New Haven.

Sub-contracts were awarded this week for the J. B. Eames Theatre at Littleton, N.H. Foundation work has started on the house.

Warren Theatre, Inc., Boston, has incorporated with capital of \$99,000, to operate motion picture theatres. Incorporators are: President, Jacob J. Yonkers; treasurer, Simon Rudnick; clerk, Julia A. Hoerrner, all of Boston.

H. Kirchgessner, manager of Producers Distributing Corp. Boston Exchange, has returned from a business trip through Maine.

William Dunn is the new manager of the Premier Theatre, Fall River, Mass., succeeding Thomas Hindle.

Golden Distributing Corp., of Boston, has added the Chadwick Pictures to its list this season. "Doc" Golden is enthusiastic regarding this season's business.

The United Theatre Equipment Company, 28 Piedmont Street, Boston, will remove its rooms on October 1, to larger quarters at 67 Church Street.

Miss Eleanor Ahearn, of Independent Films Inc., Boston, has returned from a vacation trip to the Great Lakes.

Abe Montague, treasurer of Independent Films, Inc., Boston, is back at his desk after emulating

Izaak Walton at Poland Spring and nearby Maine Lakes.

The Comique Theatre, Lynn, has changed its policy to a split week program starting Labor Day. Al Newhall is manager.

Bids are being received for the new B. F. Keith Memorial Theatre, Boston. The theatre will be of marble, brick and terra cotta and will be 215 by 150 feet.

Thomas Ransdell has joined the Fox Exchange at Boston as director of publicity for the New England territory.

The New England Film Board of Trade has decided to renew its lease of its present rooms on Stuart Street for a term of three years.

Rialto Theatre at Madawaska, Me., has been sold to H. C. Keegan, formerly of Van Buren, Me., by A. J. Tompkins.

Frank Repetto, formerly with Educational, has joined the Boston exchange staff of Warner Bros., and is covering Rhode Island.

Miss Beth Donnelly, biller at Warner Bros., Boston, has returned from a vacation passed at Onset.

Miss Sadie Gotz, formerly with Franklin Films, Inc., Boston, has resigned her position with the Tiffany Exchange, Boston.

Paramount's new exchange building in Arlington Square, Boston, is rapidly nearing completion and preparations are started to move into the new building within a month.

Mrs. Nellie Riva, owner of the Pastime Theatre at Tilton, N.H., was a visitor to Boston's Film Row during the week.



## Houston



RED MARKERT, former publicity and advertising man for Metro-Goldwyn, in Hollywood, has been appointed director of publicity and advertising for the Wm. Horwitz five theatres. Markert has also been identified with Los Angeles theatres.

The Liberty Theatre will play first run pictures in the future.

This announcement was made several days ago after a fling and first and second run pictures for the past year.

Abe Silverberg, manager of the Crown, Folly and Olympia, has returned from a business trip to Dallas.

Frank O. Starz, director of

publicity for the Interstate Amusement Co., is in town with a new bag of tricks. Starz and Eddie Breamer, local Interstate managers, are making a big drive for fall business.

A large pipe organ is being installed in the Royal Theatre and will be used to play pictures ex-

clusively. The pipes and the console will be in the balcony. It is a Wurlitzer orchestra type organ.

Al Lever, former manager of the Isis and Liberty theatres, has returned from the New Orleans office of the Saenger Amusement Co., where he attended a general convention of Saenger managers.





## Denver



THE Fox and Educational exchanges have moved their branch offices in Denver to 2140 and 2144 Champa Street, respectively. The new location is in a new, high class and specially constructed building, near the present Film Building, located at Broadway and Stout streets. Every employee, from the manager on down, has been working night and day for the last two days carefully arranging their offices and fixtures in the new building. Mr. A. P. Archer, Educational manager, and Mel Wilson, Fox manager, both claim to have the best equipped and best fire-proof exchange in the city.

The Parco Theatre of Pareo, Wyo., operated by Frank Emery, of the Overland Hotels Co., will

close its doors on September 6th. Lack of business is given as the reason for the closing, which will be for an indefinite period.

Tom Love, owner and operator of theatres in Hanna and MeGeath, Wyo., arrived in Denver last Monday for a combined business and pleasure trip. Mr. Love looks forward to an exceptionally good theatre season this year.

G. E. Rosenwald, Universal manager, is making an extensive sales trip in the Wyoming territory. He will return to Denver the latter part of the first week in September.

Jean Cox, special auditor for Universal, arrived in Denver Monday for a visit with the local Universal branch office.

S. B. Rahn, Pathe manager, and

Eugene Gerbase, manager of Associated Exhibitors, spent the week out on sales trips to Greeley, Ft. Collins and other points in that district.

William Delahoyd, manager of the Whiting Theatre, Thermopolis, Wyo., made one of his rare trips to Denver this week. He spent several days visiting exchanges arranging bookings for the coming winter months.

Jim Lynch, of Laramie, was another Wyoming exhibitor visitor this week. Mr. Lynch is president of the Wyoming Theatre Managers Association.

Burt New, representative of the Motion Picture Producers and Distributors of America, was a visitor in the city for a day this week. Mr. New is vacationing in

the west, visiting friends at various points.

The Aladdin Theatre, which promises to be Denver's most elegant suburban first-run house, is rapidly nearing completion. Workmen are now spending their time on the exterior of the building. The grand opening is expected to take place in the latter part of September. Mr. H. E. Huffman, owner of the Bluebird and Bidawee theatres and president of the M.P.T.O. of Colorado, is the promoter of the enterprise.

The first-run Curtis Street theatres of Denver, are now enjoying the usual good business experienced at this time of year. All theatres are standing them out nearly every night and good attendance is reported at the matinee shows.



## Minneapolis



EPH ROSEN, former manager of Minneapolis branch, F. B. O., has become manager for Associated Exhibitors succeeding Louis Hummell, who resigned last week.

Every exhibitor in Iowa will be bombarded with requests to join the Motion Picture Theatre Owners Association of Iowa, that organization decided last week when it named September 15 as Drive Day.

Work is to begin on a new house at Galva, Wis., it is announced with opening expected before Christmas.

The Door Theatre at Sturgeon Bay, Wis., has installed a new organ.

The World Theatre, Sioux City, Ia., has reopened after being remodeled, according to Nathan Dax, manager.

Ed Weisner, on his vacation from First National's Milwaukee branch, is supervising changes in his Classic Theatre at Watertown, Wis.

The Michaelson Amusement Company, operating two theatres at Madison, Wis., has bought the Magee at Evansville, Wis., from George Magee.

George Cook is remodeling the city hall at Platteville, Wis., for a picture theatre.

Phelps, Wis., will have a community theatre. The Northern

Lakes Company has been formed there to build it.

George Bergem Post, American Legion, has just reopened its theatre at Underwood, Minn., after closing for a few months.

Finkelstein & Ruben have reopened the Rex at Virginia, Minn., after closing for the summer.

F. A. Peterson reports that work on the new Aberdeen, S.D. theatre of Walker Amusement Company is being rushed.

D. W. Buckley has just opened the New Topic Theatre at Fairfax, Minn., owned by Fairfax Realty Company. He is the son of Ed Buckley, Olivia, Minn., exhibitor.

Universal Chain Theatre enter-

prises will begin construction next week on the new \$600,000 theatre at Kenosha, Wis.

A. M. Van Dyke has resigned from the Fox sales force in Minneapolis and is returning to New York.

Bert Parsons is buying theatre equipment in Minneapolis for his new house at Springfield, Minn., to open next week.

George Turner has transferred from Universal to Metro-Goldwyn-Mayer Minneapolis sales staff.

A. Ziehl, of the Liberty Theatre, Austin, Wis., has reopened his house after summer closing and announced he will build a new building to seat 800.



## Detroit



CONSTRUCTION has begun on the new Fox Theatre which is to be located on Woodward Ave., between Montcalm and Columbia avenues. The old buildings are being razed and excavating will start in a few weeks.

The seventh annual convention of the M.P.T.O. of Michigan will be held October 5th and 6th at the Post Tavern Hotel in Battle Creek, Mich. Manager H. M. Richey has been busy lining out a lively program, which will include a golf tournament on the 4th of October. During the past year the membership has been greatly increased,

therefore this year's jubilee should top them all.

F. V. Nichols has taken over the State Theatre in Grand Rapids from George Spaeth, who will continue operating the Temple.

Ray Moon, Detroit branch manager of Universal, is attending the Pittsburgh conference.

James R. Grainger, general sales manager for Fox Film Corp., has paid the local exchange a short visit last week.

Jack Daly is now connected with A.B.C. as booker, after being away from the film business for over a

year. He succeeds S. K. Decker who is now with P.D.C.

Robert E. Cotton, district manager for Producers Distributing Corporation, was recently taken ill on the train while on his way to Detroit. Mr. Cotton was taken to the Statler Hotel and although under the care of a doctor, it did not keep him from carrying on with his work, as the sales force assisted him.

The Irving Theatre at Brightmoor opened Wednesday evening with a number of film men present. The Irving is the latest and newest

theatre of the Henry S. Koppin Circuit. The lobby was decorated with flowers which were sent by different film people, wishing Mr. Koppin success.

They are two expert hand ball players in the Film Exchange Bldg. One is Frank Howard, city salesman for P.D.C. and the other is Lou Cohen, of the Colonial Theatre. Frank had beaten Lou two games the other day. They both are looking for challengers, but it seems as there are no other hand ball lovers in the building as yet.



## St. Louis



TENTATIVE plans for the St. Louis Film Board of Trade dinner to managers, assistant managers, office managers, bookers and salesmen, to be held on Monday evening, September 13, have been prepared by a special committee, composed of Harry Weiss, chairman; James Harris, George McKean, and Jack O'Toole.

It is probable that the dinner will be given at Sappington Inn, in St. Louis and about 150 guests are expected.

Branch operation methods will be discussed at the gathering. The elimination of bicycling, the unscrupulous salesman and other undesirable conditions in the film business will be taken up.

Out-of-town exhibitors seen

along Picture Row during the past week were Charley Goodnight, De Soto, Mo.; Herman Ferguson, Malden, Mo.; Theodore Coleman, Mount Carmel, Ill.; Verne Coffman, Moweaqua, Ill.; Jim Reilly, Alton, Ill.; Tom Reed, Duquoin, Ill., and C. E. Brady, Cape Girardeau, Mo.

Ned E. Depinet, sales manager for First National, was a recent

visitor. He was loud in his praises of Skouras Brothers' Ambassador Theatre, which will be the St. Louis first-run house for First National Pictures.

The office building section of the Ambassador Theatre Building will be opened on October 1, according to M. Turley, local manager for Isaac T. Cook & Company.





# THEATRE MANAGEMENT

## EQUIPMENT CONSTRUCTION OPERATION



## Music Chief Support To Picture Entertainment

*Check-up at Capitol, New York, Shows Orchestra Greatest Attraction of Supporting Programs*

AN INTERVIEW WITH MAJOR EDWARD M. BOWES

By L. C. Moen

PLANNING the elaborate weekly programs of the Capitol Theatre in New York City, plus the weekly radio broadcasting program of the "Capitol Family," makes Major Edward M. Bowes, managing director, one of the busiest executives along Broadway, although he never permits the pressure of affairs to alter his unruffled calm and sincere courtesy.

We mention this matter of personality because it has an important bearing on the conduct of the Capitol Theatre entertainment corps. The phrase "Capitol Family," used in connection with the broadcast program, is no idle idle one. Some rehearsals in other theatres are a series of sham battles, marked by personal recriminations and noisy friction. Such is never the case at the Capitol. Rehearsals go off quietly and smoothly, and no voice is ever raised above a conversational tone. Major Bowes sits at a small desk, halfway down the centre aisle, with a microphone before him which connects with speakers in various quarters, which eliminates shouting and noise.

The Capitol harmony, however, is more than a matter of mechanical apparatus. It is a reflection of the personality of its director, Major Bowes, who remains unhurried, patient and pleasant in the midst of the most trying situations. This, naturally enough, is reflected in the personnel around him.

Preparations at the Capitol Theatre on a particularly important picture may go on for weeks in advance. The Capitol probably uses more specially written and orchestrated music than any picture house in America, and this demands time.

The work of program preparation goes on smoothly and steadily from week to week on a regular schedule. On Monday, work begins on the program for the following week. The orchestra, the vocalists, the ballet corps, the stage staff, each prepares and rehearses and perfects its portion of the program. Toward the end of the week, these rehearsals become more



Major Edward M. Bowes

finished and more exacting. Then comes a rehearsal of the orchestra with the feature, a dress rehearsal of the stage acts. Lighting effects are worked out. On Saturday night, after the stage has been cleared, the new scenery is hung and a full, complete rehearsal for lights, costume and music held. This rehearsal is important, for the Capitol demands just as good a performance on Sunday afternoon as at the last show on Saturday night.

On Friday night the Capitol staff makes its selection of news weekly shots for the Capitol Events reel. Accidents, disasters, wrecks and the like find scant favor at the Capitol. Subjects are

selected for human interest, for novelty or for timeliness, but never for sensationalism.

The news shots selected are then assembled into a reel, building up a definite continuity for smoothness and contrast. The effort is made to open with something intriguing and to close with a scene which lends itself to a stirring musical finale.

Major Bowes believes that music will play an even greater role in picture theatres the coming year than ever before.

"The Capitol Grand Orchestra unquestionably has been a powerful factor in the building up of our regular clientele," says Major Bowes, "and is a tremendous feature of our programs. There have always been an enormous number of patrons who have paid particular attention to this portion of the entertainment and we have increasing evidence, day by day, that this number is growing and that the artistic taste and appreciation of audiences are improving as well.

"We have proved this conclusively by a chart which we keep, on which is rated my estimation of the popularity of various overtures and important ballet numbers. On this chart, each selection is given a percentage corresponding to its popular appeal. We have found that overtures which

(Continued on next page)

## Equipment Worthwhile

—By P. M. ABBOTT—

WE have been preparing an article on motion picture equipment for publication in the Annals of the American Academy of Political and Social Science. At first, we thought that such an article would require few words if equipment was reviewed only in a general way. However, we have found our first conclusion to be entirely wrong; many are needed for this brief summary.

Furthermore, we have had brought home to us, most forcibly, the variety of types of apparatus which comprise the broad field covered by the term "motion picture equipment," which begins with the manufacture of raw stock and goes on through the studio, laboratory, exchange and theatre.

But, even more remarkable than the variety of this equipment is its ability for doing precision work, for the machinery and methods employed are always governed by the task of producing a product which, when magnified some 180 diameters, or 30,000 times in area and presented at a tremendous speed, will be free of any obvious blemishes.

Taken all in all, our equipment is deserving of more attention than has been paid it. Especially is it deserving of greater consideration from those branches of the industry that have little direct connection with it but derive greatest returns. We refer to producing companies.

For example, a few dollars spent by these companies in support of the Society of Motion Picture Engineers would be an excellent investment. These engineers have been working diligently and unselfishly for the betterment of pictures for ten years.

With equipment playing such an important part in the success of pictures and with the remarkable developments which are accredited to this phase of the business, it can only be hoped that more of the resources of the industry will be utilized to aid this work in the future.



## Music As Box Office Factor in Picture Theatres

(Continued from preceding page)

were not popular and rated during the early part of last year as too obscure for motion picture audiences, have moved up by the end of the year from a rating of 65 per cent to 85 per cent. Similarly overtures and ballets which were rated at 85 per cent in popularity have moved up to the 100 per cent class and some of those sure-fire overtures which were originally 100 per cent, have passed entirely out of the list as having become too ordinary and hackneyed for our audiences."

### Permanent Ballet Corps

Similar artistic emphasis is placed by Major Bowes on the ballet performances at the Capitol. It was his desire to make of the Capitol Ballet a permanent feature, resembling in organization the Metropolitan Ballet, which would be sufficiently flexible and adaptable to meet the diversified requirements of the programs each week. With this objective in mind, Major Bowes conceived the idea of establishing a ballet school, in which young dancers of outstanding talent could be trained in the sound principles of the ballet and developed along the special lines required in the ballets from week to week.

Chester Hale, a young American, who has himself achieved distinction as a dancer and director of ballets both in this country and Europe, is in charge of the school. There is no tuition fee and recruits have come from every part of the country. The results, according to Major Bowes, have been entirely gratifying.

### Dances an Attraction

"Our ballet corps," he says, "is now an integral part of the institution. Practising and rehearsing together day after day has given it a unity and precision which could not possibly have been achieved in any other way. With this corps of dancers, constantly in training, we are able to present ballets of an elaborate nature and scope which would have been impossible otherwise. In fact, when one considers that each week's ballet is performed with only a few days of actual rehearsal, and that its first performance on Sunday afternoon must be perfect in every detail, we may take pardonable pride in the fact that this portion of our entertainment has been ranked in importance with that of the big revue."

With the regular ballet corps as a background, freshness is given to each week's performances by the engagement of prominent dancers as guest artists.

### New Price Scale in Force at Newman Theatre

A change in price scale has been adopted at the Newman Theatre, Paramount leased house of Kansas City. Prior to 1 o'clock on Saturdays, Sundays and Holidays, admittance will be 40 cents for adults and 20 cents for children, instead of 25 and 15 cents as previously.

### Price Increase at Grand Forks

Admission prices have been raised at Grand Forks, N.D. Benny Berger and his three theatres and F. & R. with one will charge more hereafter.

DREAMLAND HERINGTON KANSAS														
Month of March 1926														
Month	Day	Week	Days	Times	Shows	11 x 14	11 x 35	Slide	11 x 14	11 x 35	Slide	11 x 14	11 x 35	Slide
FEATURES														
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SHORTS														
1	IRENE	5002	11/14	70/30	5	3	1	10	7	2	2	2	2	2
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### ADVERTISING COSTS AT A GLANCE

The chart shown above was designed by C. L. McVey, manager of the Dreamland Theatre, Herington, Kans., and which he states he has used for a number of years to keep a record of his advertising costs on features and short subjects. The forms are blue-printed at a cost of 6 cents each. Each form covers a month's transactions. The advertising accessories ordered from the exchanges are entered on the blank under headings provided for specific items. These are checked against the invoice. Any shortage is noted in the adjoining space under the heading of the item concerned and a circle drawn around it. A check mark is made if the invoice agrees with the order record on the handy desk chart—which provides a convenient means and a reliable system for showing the pictures played and the money spent for advertising material.

### Palace Theatre, Windsor, Opens With New Policy

The Palace Theatre, Windsor, Ontario, recently acquired by Famous Players Canadian Corp., Toronto, along with the Capitol Theatre, Windsor, has re-opened under the personal management of Ed. Gilmore, after having been closed for two months for extensive alterations. The Palace will have a six-day policy, programs starting Saturdays. The first feature was "Nell Gwyn." The Palace Gang of Broadway Collegians provides special musical entertainment.

### Alhambra Bills Stage Acts as "Allied Entertainment"

The Alhambra Theatre, Milwaukee, last week presented a strong stage bill in conjunction with the featured film "So This is Paris." The house advertising bills the stage number as "Allied Entertainment." The program last week was headed by Tanagra and Yonquino, Apache dancers, in an act titled "A Night in Paris." Don Sebastian, tenor, was the starred vocalist of the performance.

### St. Louis Public Parking Space Open at Night

Skouras Brothers' \$5,500,000 Ambassador Theatre has already made its presence felt in the night life of St. Louis, Mo., and as a result City Comptroller Louis Nolte plans to throw open the garage section of \$1,000,000 Union Market Building at nights to accommodate persons seeking parking space downtown.

Heretofore the city's garage has been open only from 7 a.m. to 7 p.m., but since

the new show house was opened finding space for parking of automobiles east of Twelfth Boulevard after 7 p.m. is almost as difficult as prior to 6 p.m.

So large are the crowds coming downtown at night to attend the Ambassador and also the Loew Theatre, that motorists are often forced to drive about the streets for half an hour seeking a parking space.

### Loew's Metropolitan Opens in Cleveland

Loew's Metropolitan Theatre, Euclid Avenue and East 46th Street, Cleveland, opened last Sunday. The policy, to start with, will include a feature picture and three acts of vaudeville, and will be open evenings. Matinees are confined to Saturday and Sunday. Admission price is 30c for adults and 10c for children. George H. Dumond is managing the house. The Metropolitan will be operated as a second-run theatre.

### Stage Acts to Be Tried Out at Albany Strand

New stage settings, as well as a new setting for the orchestra, has been installed in the Mark Strand in Albany, workmen being on the job all of Saturday night and throughout Sunday. Presentation acts will be given a try-out later on.

### Inaugurate Split Week Policies

B. F. Keith Theatres at Portland, Me., and Lowell, Mass., have adopted a split week policy in keeping with other Keith houses in New England. Programs change Mondays and Thursdays.

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THE GENERAL USE of Panchromatic Negative in motion picture production means much in the way of improvement in the art.

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EASTMAN PANCHROMATIC NEGATIVE is now the same price as ordinary negative. It keeps as well as ordinary negative and, except for the lighting in the darkroom, is developed in the same manner as ordinary negative.

Yet Eastman Panchromatic is an extraordinary product.

EASTMAN KODAK COMPANY

ROCHESTER, NEW YORK



# Publix Shows Open at Des Moines Capitol

## First Program Under New Policy Scores at A. H. Blank Theatre

A. H. BLANK'S Capitol Theatre in Des Moines became one of the Publix Theatres last week, when the first program under the new policy for the theatre was introduced to capacity houses. The new presentations regime, following an effective advance campaign of advertising and exploitation, drew large crowds to the Capitol and the program registered very favorably with Des Moines theatregoers. Applause was generous at all performances.

The new bills open Saturdays at the Capitol. On Sundays five stage shows were presented: at 1.30, 3.00, 7.00 and 9.00 p.m.

The first program, which opened on Saturday, August 29, offered Colleen Moore in "It Must Be Love," as the screen feature, and Frank Cambria's stage production, "Love's Enchantment," was the stage attraction. An organ solo, "Birds of a Feather," played by L. Carlos Meier, was one of the musical features. The screen program also included a Fox news reel and a two-reel comedy, "Shore Shy," starring Billy Dooley.

The Des Moines, the other Blank house in that city, continues its usual policy of first-run photoplays with a stage number as an added attraction. Last week "The Son of the Sheik" was the photoplay offering and the stage program was headed by Rinehart and Duff in an act called "Songs of Today and Yesterday."

## New Presentation Policy Starts at Garrick

The Garrick Theatre, operated in Duluth by Finkelstein and Ruben, last week inaugurated a new policy of more elaborate presentations in conjunction with first-run screen productions. The opening program offered "The Amateur Gentleman," Richard Barthelmess' new vehicle, as the feature picture. George Lyons, harp virtuoso, was the star of the stage show. The Garrick Entertainers, a permanent orchestra, under the direction of Miska, and Leonard M. Leigh, organist, are two of the regular features of the Garrick.

### Lopez Star at Allen, Cleveland

Vincent Lopez and his orchestra is the star of the current bill at the Allen Theatre, Cleveland.



### ATTEND SUMMER SCHOOL

The photo above shows the managers of the Saenger Theatres, Inc., houses who attended a course of lectures on Theatre Management conducted in New Orleans by John F. Barry, director of the Publix Theatre Managers Training School. The lectures constituted an intensive course designed for experienced managers and covered the subjects of sanitation, public safety and civic relations. The course given by Mr. Barry was arranged by E. V. Richards, Jr., vice-president and general manager of the Saenger Company.

## DeCourville Revue Popular Success in Cleveland

"Zig Zag Revue," the first big presentation number put on at the Allen Theatre, Cleveland, last week, was the most pretentious affair ever locally attempted and caused the ropes to be in constant use to keep patrons in line waiting for seats. Staged by Albert DeCourville in eleven scenes, and featuring Cunningham and Clements, Billy Green and Miss Irby, it offered forty minutes of the best singing and dancing talent available. Several very attractive chorus numbers were presented.

## Beban and Happiness Boys Shea's Buffalo Stars

The Happiness Boys (Billy Jones and Ernest Hare) radio headliners, were the star stage attraction at Shea's Buffalo, Buffalo, last week on a special program which offered George Beban in "The Loves of Ricardo" on the screen and stage. The Happiness Boys' appearance was advertised as their only personal appearance outside New York City this season.

## Angelo's Syncopaters Now Feature at Loew's Park

Angelo Vitale has come up in the world. As musical director at Loew's Park Theatre, Cleveland, he has always been confined to the orchestral pit. Now he has a small band, called Angelo's Syncopaters, and they are putting on acts every week on the stage. This week their act is called "Angelo's Syncopaters in Hawaii." As the title infers, there was Hawaiian scenery, costumes and music.

## Jack Arthur Presentations at Toronto Uptown

Famous Players Canadian Corp., Toronto, under the direction of N. L. Nathanson, managing director, opened its sixth season of "Capitol Entertainment" in Canada on September 4, a feature being the opening of the Uptown Theatre, Toronto, formerly controlled by Marcens Loew, as the home theatre of the chain of 100 Paramount

houses in the Dominion, the film attraction being "Mantrap."

Special features arranged by Jack Arthur, director of presentations for the Uptown, for this opening included Aee Brigode and his 14 Virginians, Miss Leatrice Wood, former ingenue prima donna of "The Student Prince"; Jack Russell, feature dancer with Eddie Leonard in New York, and Jack Arthur and His Gang, the permanent orchestra of the Uptown.

## Comedy Instrumentalist Is Stage Star at Capitol

Joe Termini, comedy instrumentalist, was one of the featured performers on the stage program offered at the Capitol, St. Paul, last week. Feature honors were shared by Bernard Ferguson, baritone. The Capitol's screen attraction was "It Must Be Love." A comedy and news reel completed the picture program.

## Joe Rae Orchestra Regular Feature at Embassy

A new presentation idea for Baltimore was established recently at the Embassy Theatre, where Joe Rae and His Night-hawks have been retained as a regular feature. The jazz organization has become the regular orchestra of the house and each week appears on the stage in a different act with singers and dancers filling in.

## Rubinoff to Tour Loew's Presentation Houses

David Rubinoff has left the directorship of the Allen Theatre in Cleveland to make a tour of the Loew presentation houses throughout the country. Myron Roman is wielding the baton at the Allen until late in September, when Philip Spitalny will return as resident conductor.

### "Stars of Tomorrow" at Rialto

The Rialto Theatre, Omaha, presented the act "Stars of Tomorrow," in which Birdie Dean and the DeMarr twins are featured in a program of dances, as the stage attraction last week.

## Standard VAUDEVILLE

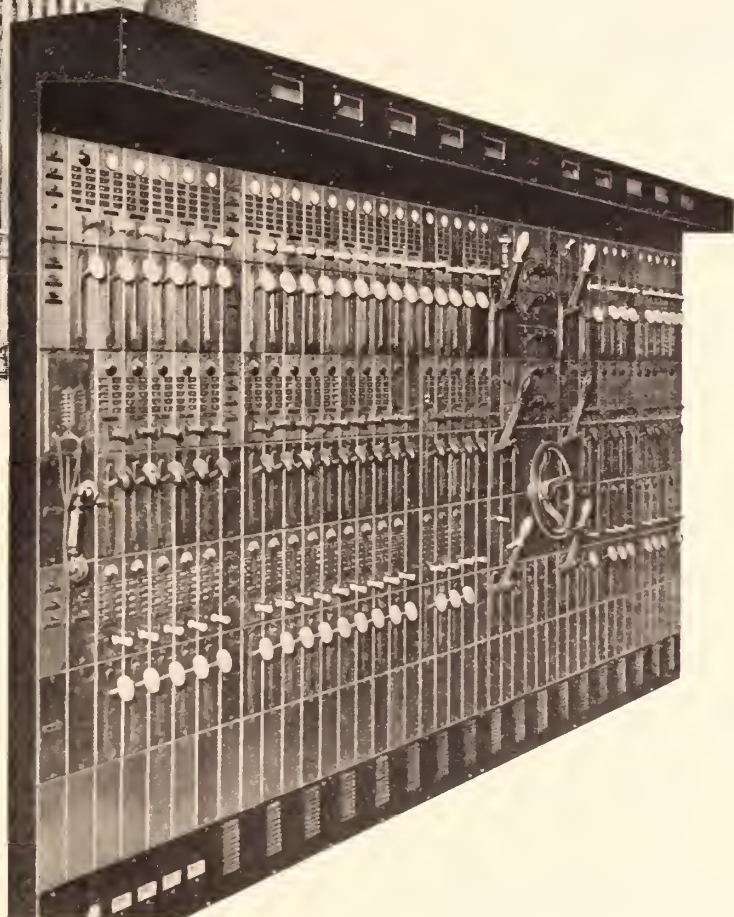
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Pittsburgh, Pa.	





Three views of the new Kunsy-Balaban & Katz Michigan Theatre, Detroit, Mich. At the left is one of the huge chandeliers which grace the lobby; in the centre, an interior view showing part of the pit, stage and murals. At the right is one of the many art-corners

# Detroit's New Michigan Theatre Opens

## Many Unusual Features Incorporated in Latest Picture Palace Erected by the Kunsy-Balaban & Katz Interests

FROM all reports, as the huge sign on the John H. Kunsy-Balaban & Katz Michigan Theatre flashed into action with its message to Detroiters, that city took its place among the leaders in the theatre world. The new house, which represents the combined resources and experience of the Kunsy and B. & K. interests, opened its doors to Detroit's public at noon Monday, August 23.

It took nearly two years to build the Michigan Theatre, which is located on Bagley Avenue off Grand Circus Park. It represents the fulfillment of the first unit of a \$75,000,000 development program by a syndicate of leading Detroit financiers, who expect to anchor Detroit's business district which has "floated" from Cadillac Square, to a half dozen locations.

Rapp & Rapp, architects for all of Balaban & Katz theatres, have probably given their finest work here. There are no "mistakes" in the theatre, either in construction, color scheme, decoration or anywhere.

The main lobby, nearly a block long and five stories high, is of French-Italian renaissance period. Thousands of French mirrors give the creators, held theatre goers for hours before and after they enter the theatre. In the theatre, concealed cove lighting in dozens of color circuits turn plaster into beautiful lace; "hanging ceilings" become rich sunsets, niches and retreats are romantic, inviting spots for your imagination to play in.

A balcony with 2,000 seats, a mezzanine with 900, and the main floor, with the rest of the 5,000 seats, all "closeups" and exactly the same as to comfort and commanding view of the show and beauty of theatre, gives the reason for the one-price-for-any-seat policy.

The stage, modern in every respect, with every mechanical device anyone has ever heard of, is big enough to present a full-sized circus if necessary. The orchestra platform is of the disappearing type, and the organ console also. At the conductor's stand, telephone, house telephone, individual signals for each musician, warning signals, and other devices help the conductor to keep control of the show. The

organ, built by Wurlitzer, was perfect on the opening performance, and the object of much comment because of its five double-touch manuals and its great instrumental resources, it being asserted that it is the equivalent of a 200-piece orchestra.

Ample retiring and dressing rooms for orchestra and performers are modern and lavishly outfitted with all comforts.

On the opening day, notable visitors included Harold Franklin, general manager of Publix theatres; Eugene Zukor, vice-president of Publix; Herbert L. Stern, president of Balaban & Katz; Lawrence Stern, of the Lawrence Stern Investment Company, all members of the Balaban & Katz firm as well as executive heads.

Following are the unusual features, which, the owners claim, will focus the eyes of the theatre world upon the new Michigan Theatre:

It cost nearly \$5,000,000 to complete, with 5,000 seats, largest electric signs in Middle West; latest type cooling plant; \$200,000 collection of paintings, sculptures, antiques, etc.



As the Michigan Theatre appeared on the night of its premiere, Aug. 23. Note the huge sign atop the new playhouse and the equally attractive one above the marquee

It is the first theatre in the world to use "resonators" under each musician in orchestra, to increase music volume 50%.

Balaban & Katz service and policy of operation brought to fine degree of perfection by Captain John T. Knight, West Point graduate and World War hero, who is now general theatre supervisor for Balaban & Katz, and who originated the plan. Walter Immerman, former manager of "The Chicago," is manager of "The Michigan," with Richard Davis, former assistant at "Tivoli," next in command.

Italian-French Renaissance architecture, giving theatre lobby best points from Tivoli and Chicago theatres in Chicago. Wall of French mirrors gives illusion of immense depth and height.

Largest stage switchboard in the world, which controls the "symphony of light" that synchronizes music and picture.

Publix theatres stage attractions, augmented by an additional stage event produced in Chicago by Frank C. Cambria.

Perfect acoustics, obtained by nearly three score separate feats of acoustical engineering, which include for first time in history of stage, music, or modern construction "tuning girders"; porous cement wall-surfaces; art-plaster carved figures; special draperies; special contrast in auditorium lines; sound-chambers, and the adoption of a radio principle which "grounds" extraneous noises.

A campaign of newspaper, street, screen and air publicity, planned and executed by Benj. Serkovich, of the Balaban & Katz organization, in conjunction with William K. Hollander of the same firm, and Howard O. Pierce, for the Kunsy Enterprises. This campaign proved to be the most astonishing Detroit has ever had, in point of newspaper space, and public attention, directed towards the "selling" of each individual feature of the theatre, mode of operation, contents and programs.

Theatre construction, luxury, convenience, operation, and shows that represent the combined resources and experience of John H. Kunsy and Balaban & Katz organizations at their zenith.



## Leach Outlines Plans for New Miami House

W. A. Leach, a director of Paramount Enterprises, Inc., Miami, Fla.; has announced that excavation work for the \$750,000 Valencia Theatre to be erected on Washington Avenue at 13th Street, will start during the early part of September, 1926.

According to plans the Valencia will outrival the Miami Olympia in size and beauty and will have a seating capacity of approximately 2,000. Eight stores will be included in the building on either side of the arched entrance and an ornamental tower will surmount the structure.

First run offerings will be featured on the program; however, a large stage, designed to accommodate legitimate productions as well as vaudeville has been provided so that the bill may be varied during the winter season.

The Valencia will be the fourth theatre for Miami Beach and eighth in the chain of Paramount Enterprises, Inc. The holdings include the new Fotosho, under construction on E. Flagler Street, the Community, Strand and Biscayne-Plaza, Miami Beach; the latter nearing completion; the Olympia, Paramount, Fotosho, Hippodrome and Fairfax theatres in Miami and the Coral Gables Theatre, Coral Gables.

John Eberson, Chicago architect, who drew the plans for the Olympia Theatre and office building, designed the Valencia. Mr. Leach plans to have the new playhouse open before the end of Winter.

## St. Jo House Rebuilt and Renamed "Revere"

The Sun Amusement Company's newest motion picture theatre in St. Joseph, Mo., is the entirely rebuilt Penn Theatre. It has been renamed the Revere and is located at Twenty-sixth and Penn streets. The remodeling, which has included new heating and cooling plants and a rearrangement of seats, has made the new Revere a strictly up-to-the-minute playhouse.

The Sun Amusement and Realty Company, of which Edward J. Peskay is president; Barney Dubinsky, vice-president, and Fred Greenburg, secretary-treasurer, owns and controls the Rivoli, the Frederick Avenue house and the Rialto, now under construction, in St. Joseph.

## Chattanooga House Gets \$40,000 Overhaul

One of the largest building permits recently granted in Chattanooga, Tenn., has to do with the remodeling of the American Theatre in that city and owned by the Independent Theatre Corp. The house will be closed for two months during the summer during which time over \$40,000 will be spent on enlargement of the stage and the erection of a suitable balcony. The entire building will also be redecorated and modernized.

## Another for Crawfordsville, Ind.

Arthur Jackson, owner and operator of the Strand and Arc theatres of Crawfordsville, Ind., and another house in Noblesville, Ind., has announced plans for the construction of a third theatre for Crawfordsville. According to report the new house will be one of the largest in Western Indiana.



A view of the great canopy of the new Michigan Theatre, a 5,000 seat Detroit Motion Picture house erected by the Kunsy-Balaban & Katz interests

# Announce New Model Camera

## Bell & Howell Latest Instrument "Puts the Neighborhood in the Movies"

THERE is probably no man in the motion picture industry who is called upon to face more trying or hazardous situations than the News Cinematographer. These men are constantly at their posts, many of them stationed in sleeping quarters equipped with police and fire-alarm bells. Consequently, when big news breaks, they are on the spot as quickly as the police, firemen, reporters and others who are indispensable at the "big scenes."

The paramount requirement at such a moment is speed, speed and more speed. To this requirement the seven-pound automatic Eyemo professional camera has been manufactured. It eliminates the tripod, burdensome carrying cases and luggage which were associated with the heavier types of standard motion picture cameras.

The problem of portability solved, the next objective has been to give the firing-line boys all the photographic flexibility which they had learned to expect from the

larger cameras. Once on the job and "ready to shoot," it is up to the camera in use to produce any or all effects which may enhance the news or commercial value of the film.

Bell & Howell Company, who gave the profession the Eyemo Camera out of their vast experience in making professional machines, now announce a new feature which will slow the motion down one-half when film is projected at normal speed.

With this new mechanism the Eyemo operator can take pictures at the rate of 32 per second to gain the slow motion effect, or simply by shifting a lever, photograph at the normal speed of 16 exposures per second.

This range of adjustment is a very valuable supplement to the former Eyemo speed range of 16 to 8 exposures per second, or from normal to half normal. The newer speed mechanism can be fitted to any Eyemo Camera now in use, or if preferable, can be obtained in a camera of the same design.

With these two mechanisms the Eyemo is ready to cover practically any assignment in which a portable automatic camera would be used in preference to the larger cameras.

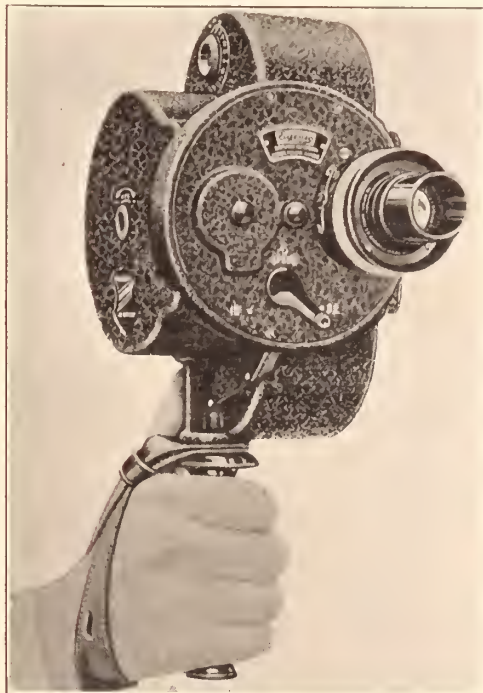
The most recent activity of Eyemo is "putting the neighborhood in the movies"—the new idea which local exhibitors are rapidly taking up. And in all these activities the value of Eyemo will be greatly enhanced by the new speed feature which gives it a thoroughly professional range.

That it has many fields of usefulness, is proven by its records already made in various fields. For example, Eyemo is used by many of leading producers to scoop news reel pictures.

Others use it for getting stunt shots, special effects and testing locations in professional productions.

Among the epoch-making exploring expeditions which were Eyemo equipped are: Byrd Polar, Amundsen-Ellsworth Polar, Speerjax, Behring Sea, Third Asiatic, Smithsonian-Chrysler to Africa, African and Mongolian of the American Museum of Natural History, and the U. S. Dept. of Interior Geological Survey.

Particulars may be had by addressing the editor, or the Bell & Howell Co., 1801 Larchmont Avenue, Chicago.



With this new portable camera, the operator can take pictures at the rate of 32 per second to gain the slow motion effect. By a shift of a lever, it photographs at the rate of 16 exposures per second





## Inquiries and Comments

### *The Good and the Bad*



ITHIN the short space of four years, the mirror are has become firmly established in the field of picture projection and has all but displaced the old type employing condensers.

The cream, at least, has been skimmed from the top, so that the rate of change from the old are to the mirror type can be expected to diminish until the resistance of the die-hards is finally overcome.

It hardly seems likely that the older vertical carbon type will ever be entirely eliminated, since it possesses certain peculiar advantages not to be found in the other.

### *Film Buckling*

Chief among these is its lower operating temperature. By this is meant the temperature of the film, since it is now generally agreed that the reflector are possesses a serious disadvantage in that it raises the temperature of the film to such a point that, even while moving rapidly, the film tends to buckle and curl.

It is to be expected, of course, that an increase in operating efficiency (increased screen illumination) is also accompanied by an increase in the heat radiation passing through the aperture. A similar case is that of the incandescent lamp, which raised the same hullabaloo when its appearance on the market was made general.

In this case, however, the heat, while greater than that found in the old type of are system, was not great enough to cause the bad effects now claimed for the reflector are.

The increased heat energy passing through the aperture, in the case of the incandescent lamp, however, was largely due to the nature of the source itself in combination with the extreme angle of the light cone issuing from the condenser and intercepted by the objective lens.

In other words, it was due to a combination of increased operating efficiency and a relatively greater proportion of heat rays to light emitted by the source.

The mirror are, on the other hand, particularly the types employing a mirror without a condensing lens, derives its increased heating effect from an increased operating efficiency (large angle of light through aperture) in combination with a low heat loss between the are and the aperture.

In other words, the lack of glass (acting as a heat absorber) between the crater and the aperture, via the mirror, only serves

to aggravate a situation which already is bad because of pushing the are to the limit.

### *Burning Up the Screen*

In this connection, the attitude of the average exhibitor toward the mirror are question can be expressed as follows: "We get so much for so little that it seems foolish to use 12 or 15 amperes when, by using 20 to 25 we can get a brilliantly lighted screen.

Without stopping to dispute the logic, or rather illogic, of such a position, we can pass on to one of the immediate results of such uncalled for overcrowding of the are in the average theatre.

Complaints are being received that mirror are projection is accompanied by a lack of definition in the picture on the screen. Indeed, reports have been received of a number of cases where the reflector are has been replaced with its predecessor, the vertical are with condensers.

The cause, as explained by one projectionist, lies in the buckling, or warping, of the film to such an extent that the projection lens cannot focus all points on the film, with the result that the screen picture lacks perfect definition over its entire area.

### *Worse with Short E. F. Lenses*

Furthermore, it appears that on short throws, or where objective lenses having a small E. F. are likely to be used, the inability of the lenses to focus the buckled film is quite apparent, whereas, with lenses having a long E. F. it is not so bad.

This is not surprising in view of the fact that a short focal length lens (or mirror) is more sensitive to misadjustment than one having a relatively long focal length.

The reason for this variation in sensitivity with change in focal length is due simply to the percentage difference between the adjustment errors under the different conditions.

As an example, in which the conditions are exaggerated, suppose we consider the case of a 4 in. E. F. projection lens projecting a film which has certain points on its area .01 in. out of the focal plane. The error, expressed as a percentage would be .01

$$- \times 100 = 0.25 \text{ of } 1 \text{ per cent.}$$

4

Now consider an 8 in. E. F. lens projecting the same film under the same conditions. .01

$$\text{The error would be } - \times 100 = 0.125 \text{ of one}$$

8

per cent, or just half of that of the 4 in. lens.

It is not surprising, therefore, that under some conditions slight film warping would not show up under a long E. F. lens, whereas, it would be noticeable with a short focal length lens.

### *That Living Wage*

We hear that on the first of this month, unless an agreement is reached, the motion picture projectionists of Detroit will (or have) exercise their prerogatives and go on strike for higher wages.

The local's contract with Detroit exhibitors expires August 31, and in anticipation of this event, a new wage scale has been drafted by the officers of the local, which is claimed to be more equitable under the present conditions.

Detroit exhibitors apparently are in little sympathy with the proposed wage scale, and so far, have offered no acceptance of the provisions embraced by it.

### *How the Union Feels About It*

As is usual in such cases, there are two sides to be heard from and in response to a statement by H. M. Richey, general manager of the Motion Picture Theatre Owners' Association of Michigan, in which the exhibitor's position is explained, J. A. McDonald, business manager of the local, has the following to say:

"The union's contract with the exhibitors in Detroit expires August 31, and we are asking for an increase in wages for operators.

"The average salary for operators now is only \$46.29 a week, and not \$60.00, as Mr. Richey reported. We are asking for an average wage of \$65.80. The increase we ask for, according to our wage scale, will vary in different theatres from \$5.00 to \$30.00 a week per man, bringing the minimum wage to \$45.00 and the maximum to \$100.00. However, there will be only three moving picture houses in the city affected by the \$30.00 increase."

### *Theatres to Close*

Mr. Richey made the statement that there are 155 theatres in Detroit, and 125 had signed an agreement to close their doors September 1, as a means of combating the strike which projectionists threaten the first of the month if their increase is not granted.

This statement Mr. McDonald denies, saying that there are 166 theatres in greater Detroit and that 87 have already signed up with the union to increase the wage scale. The H. S. Koppin enterprises, which employs more projectionists than any other interest in the city, are reported to be in agreement with the union's wage demands.

Out of 89 theatres visited by the union's representatives, 87 are claimed to have signed the agreement, one refused, and one was undecided.

According to Mr. McDonald, the demands of the union would mean an increase of \$175,760 a year and not \$250,000 as claimed by the exhibitors.



## Claim Leo Moore Has Most Attractive Small Theatre in Iowa

**L**EO MOORE, exhibitor at Centerville, Iowa, has the prettiest 500-seat house in the state in the opinion of those who have visited his new theatre, the Ritz, which will soon be ready for its opening. The theatre is a remodelled house but it is hard to believe that it is anything but a brand new house.

Moore visited theatres at Kansas City, St. Louis, Chicago and Des Moines to get ideas for the construction of the Ritz before he started building. And the result is something unusually attractive in theatre construction for houses of that size. Those who made estimates on the cost of construction say they wouldn't be surprised if Moore had spent \$25,000 on the Ritz. The building used was a two-story construction

and the second story was used to form a balcony.

The theatre was redecorated inside and out and a stage added. The indirect lighting system and the panelled effect of the side walls is very effectively used. The drapes are some sort of foreign materials picked up by Mr. Moore in Kansas City. And they are not usual. A ticket office on the outside was built in the lobby, glass enclosed, the floor tiled and French doors used across the entrance to the lobby. All equipment was purchased through the Des Moines office of the Exhibitor's Supply Company.

It is thought that Mr. Moore will open the Ritz Theatre on September 1. He bought the theatre building five months ago from a Centerville business man. Mr. Moore is also owner of the Majestic Theatre at Centerville.

### Arctic Nu-Air Holds Sales Convention

The Arctic Nu-Air Corporation held its national sales convention at Des Moines and Boone, Iowa (where the company's factory is located), on September 3 to 8 inclusive, nine district managers and fifty-five salesmen being in attendance.

A. S. Feinberg, treasurer and general manager of the company, presided. President George Feinberg was also on hand.

The highlights of Mr. Feinberg's address to the salesmen were: That fifteen hundred Arctic Nu-Air installations have been made in the past eight months; that the company has some new features to offer to theatre men, a system of control ventilators, reversible exhaust fans and variable speed pulleys, attachable to Arctic Nu-Air machines now in use.

Mr. Feinberg also announced that an additional factory building had been secured at Boone.

The new article which Arctic Nu-Air is to put on the market is the Arctic Nu-Air, Jr., a portable fan for offices, stores, etc.

### Let Contract at Owensmouth, Cal.

The Van Nuys Theatre Corporation has let the contract for a new motion picture theatre to be built at Owensmouth, Cal. Construction plans call for an outlay of approximately \$20,000, while the finished theatre will cost \$35,000.



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WM. F. THOMANN, Manager

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# CLASSIFIED AD SECTION

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## Wanted

**MUSICAL DIRECTOR** desires to make a change. Young married man. Has had several years experience as assistant conductor and conductor in some of the largest houses in the Middle West and South. Thoroughly experienced and capable in all lines of musical director's work, including arranging special overtures, orchestra novelties, presentations and scoring pictures. Have large library. Have been on present job two years. Best of references, including from present position. Have an attractive proposition to offer. Address Box 950, Motion Picture News, New York City.

**A-1 PROJECTIONIST** wants a steady position. 8 years experience with all equipments. H. A. Pope, Dierks, Arkansas.

**ORGANIST**—At liberty October first. Any make organ. Wurlitzer Studio, N. Y., pupil. Twelve years picture experience. Newest slide. Community singing if desired. Choicest references. Concert reputation. Must have A-1 organ. Address Box 810, c/o Motion Picture News, New York City.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

**EXPERIENCED** motion picture man wants to lease or buy motion picture theatre in city of three thousand or over, or will buy half interest in well established business. Eugene Pelletier, 1020 Wells Street, Milwaukee, Wisconsin.

**CHIEF OPERATOR**, 22 years' experience, desires a change. Would like complete charge of theatre circuits projection. For interview address J. R., care Motion Picture News, New York City.

## For Sale

**FOR SALE**—Bell & Howell automatic machine. Model D. Standard film perforator of Chicago, U. S. A. Absolutely new from works with all accessories, available in Paris. Price and conditions from Truchot, Ingénieur, 29, rue des Montiboenfs, Paris.

**CLOTH BANNERS**: \$1.40, 3x10, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Banners. Associated Advertisers, 111 W. 18th Street, Kansas City, Mo.

**REPRODUCO ORGAN** used four months. Paid \$2,075.00. Will sell for \$1,375.00. Honeymoon Theatre, South Bend, Indiana.

**OPERA HOUSE AND MOVING PICTURE THEATRE AT AUCTION**. At New Windsor, Ill. Building 110 x 28 ft., on Main Street, A-1 location. Complete equipment, Simplex machines, 250-chair capacity, 700 population in rich farming community, best in Middle West. Auction held at premises Friday, Sept. 17th, at 1 P. M. Possession Jan. 1, 1927, or immediately if purchaser assumes film contracts. Terms 10% cash. Balance on possession. For particulars write, wire Geo. W. Roberts, Owner, or E. Boultinghouse & Son, Auctioneers, Aledo, Ill.

**FOR SALE**—1,000 upholstered opera chairs in good condition. Address Box 60, care Motion Picture News, 729 Seventh Ave., New York City.

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 SCIENCE'S MARVELOUS REFRIGERATING PLANT MAKES THE GRAND A PLACE OF DELIGHT IN WARMEST WEATHER.  
 HERE THIS WEEK... SCREENED BY LEADING DRAMATIC STARS...  
**MILTON SILLS**  
 IN THE EPIC PHOTOPLAY OF PITTSBURGH'S GREATEST INDUSTRY  
**"MEN OF STEEL"**  
 WITH DORIS KENYON and MAE ALLISON  
 Love as true as Steel - Courage as mighty as Steel - Drama as fine as Steel -!!  
 AN ACT TO DELIGHT ON THE STAGE **"THE TOY SHOP"** COLORFULLY AND JOYOUSLY PRESENTED BY  
**ART LANDRY AND HIS UNSURPASSED VICTOR RECORDING ORCHESTRA**  
 COMEDY, WHAT'S UP NEWS WEEKLY THE GREAT DECEPTION - ALLEN PRINGLE & BEN LYON

It's always COOL at the Rialto  
**RIALTO**  
 Today—Ends Friday  
 Smashing scenes of drama, spectacularly enacted amid the glare and roar and throb of a gigantic industry, justify the year required to plan and produce this picture  
**MILTON SILLS**  
 Doris Kenyon and staggering cast in First National's Mighty Picture  
**"Men of Steel"**  
 Not just because it took a year to make, or of the unusual cast who suffered hardships and privation in a steel mill to give you this story—but because as hot steel overflows you see drama of love and courage impossible of words.  
 Easily the Biggest Photoplay of 1926  
 On the Stage 8 Changes and Change Music **RINEHART and DUFF**  
 Songs of Today and Yesterday  
 Comedy—Orchestra

**Now Showing Lyric** CONTINUOUS 10 to 11  
 Made right here in the mills of Pittsburgh's working men—drama. There are hundreds of local citizens in the cast. An epic that will live forever  
**Milton Sills in "MEN of STEEL"**  
 with Doris Kenyon and Mae Allison

**COMMUNITY** MIAMI BEACH—Tonight  
**MILTON SILLS**  
**"Men of Steel"**  
 DORIS KENYON  
 Among All the pictures of All Time!  
 Unravel the picture that a distinguished and experienced group of men and women give you something new and something old, something that will give you the living measure of the meaning that is in the heart of all men.  
 Both performances of the outstanding men of steel who have created the United States' steel industry—men who have lived and died for the industry that has made the world what it is today.  
 THREE PERFORMANCES DAILY: 5:00, 7:00, 9:00  
**Charleston Contest Monday**  
 Special Musical Setting by Capitol Theatre Orchestra  
**CAPITOL**

**DELICIOUS SHOWING AUGMENTED ORCHESTRA**  
**Lyric**  
 "USUAL PRICES"

First National's "Men of Steel" is one of the heaviest exploited of the recent productions. It has had particular support in the way of newspaper advertising, in which it was exploited as an epic of the steel industry in America. The displays shown in the group above were used by the following theatres—Grand, Pittsburgh; Rialto, Omaha; Lyric, Birmingham; Capitol, Houston; St. Francis, San Francisco; Colorado, Denver, and Community, Miami Beach, Fla.



# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald.	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highbinders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. L. Horton	Assoc. Exhib.	5785 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6957 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Rocque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H. B. Warner-L. Rich	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant The	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight, The	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lilian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M	6755 feet	Jan. 23
Mlle. Modiste	Corinne Griffith	First National	6230 feet	May 15
Money Talks	Winsor-Moore	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O'Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M	5020 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National	9710 feet	April 17
Hands Across the Border	Fred Thompson	F. B. O.	5357 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	919 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morganston's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7750 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Ranson's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4451 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman			
Winning the Futurity	Conklin	First National	7533 feet	May 22
Wise Guy, The	Landis-C. Horton	Chadwick	5400 feet	
	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Certain Young Man, A	Ramon Navarro	M-G-M		
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Lodge in the Wilderness	A. Stewart-E. Breese	Tiffany	7000 feet	
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovely Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Mulhall-J. Ralston	First National	6562 feet	
Trip to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Rocque	Prod. Dist. Corp.	6612 feet	
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	



Feature	Star	Distributed by	Length	Reviewed
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Hero of the Big Snows, A	"Rin-Tin-Tin"	Warner	4745 feet	
Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet	
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M.	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Speeding Venus, The	Priscilla Dean	P. D. C.	5560 feet	July 24
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST-

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthelmess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M.	6970 feet	Sept. 4
Belle of Broadway, The	Betty Compson	Columbia Pictures		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.		
Devil's Gulch, The	Bob Custer	F. B. O.		
Devil's Island	Pauline Frederick	Chadwick	6900 feet	Aug. 14
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloria Swanson	Paramount	6435 feet	Sept. 11
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Golden Web, The	H. Gordon-L. Rich	Lumas	6000 feet	Sept. 11
Her Man o'War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Honeymoon Express, The	Irene Rich	Warner Bros.	6768 feet	
Into Her Kingdom	Corrine Griffith	First National	6446 feet	Aug. 21
It Must Be Love	Colleen Moore	First National		
Kick-Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.		
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Mile a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Sanat Town	Harry Carey	Pathe	6 reels	
Senor Daredevil	Ken Maynard	First National	6402 feet	July 17
Show Off, The	Ford Sterling	Paramount	6195 feet	Sept. 11
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lyttell-Percy	Tiffany		

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	L. Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	8200 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M.		
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox		
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	
Devil Horse, The	Rex (Horse)	Pathe	6 reels	April 24
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Diplomacy	Sweet-Hamilton-O. Moore	Paramount		
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia		
Flames	E. O'Brien-V. Valli	Assoc. Exhib.	5888 feet	Sept. 15
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Asso. Exhib.		
Fools of Fashion	Day-Von Eltz-Busch	Tiffany		
Forlorn River	Jack Holt	Paramount		
Going the Limit	F. B. O.			
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Kosher Kitty Kelly	Viola Dana	F. B. O.		
Laddie	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Ladies First	Douglas MacLean	Paramount		
Lily, The	Belle Bennett	Fox		
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6400 feet	Aug. 21
Mare Nostrum	Special Cast	M-G-M-Ingram	11000 feet	Feb. 27
Marriage Clause, The	Bushman-Dove	Universal	7680 feet	July 3
Marriage License	Alma Rubens	Fox	7168 feet	Sept. 11
Michael Strogoff	Ivan Mosjoukine	Universal	10 reels	
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	
One Minute to Play	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Paradise	M. Sills-B. Bronson	First National		
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Return of Peter Grimm	Alec B. Francis	Fox		
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Sparrows	Mary Pickford	United Artists		
Speeding Thru	Creighton Hale	Elbee Pict.	5500 feet	Sept. 11
Strong Man, The	Harry Langdon	First National		
Subway Sadie	Mackaill-Mulhall	First National		
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia		

Feature	Star	Distributed by	Length	Reviewed
Take It From Me	Reginald Denny	Universal		
Temporary Sheriff, The	Dick Hutton	Rayart	4500 feet	
Temptress, The	Garbo-Moreno	M-G-M.		
Texas Streak, The	Hoot Gibson	Universal		
Thirty Below Zero	Buck Jones	Fox		
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount		
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M.	7322 feet	Aug. 14
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox		
You Never Know Women	Florence Vidoe	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Boy Friend, The	J. Harron-M. Day	M-G-M.	5584 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Campus Flirt, The	Bebe Daniels	Paramount		
College Days	Marceline Day	Tiffany		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib.		
Country Beyond, The	Olive Borden	Fox		
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National		
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The		Lumas		
First Night, The	B. Lytell-D. Devore	Tiffany		
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M.		
Great Gatsby, The	Baxter-Wilson	Paramount		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
King of the Saddle	Bill Cody	Assoc. Exhib.		
La Boheme	L. Gish-Gilbert	M-G-M.	8781 feet	Mar. 13
Magician, The	A. Terry-P. Wegener	M-G-M.	8 reels	
Married Alive	Livingston-M. Moore	Fox		
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
Monkey Talks, The	Bellamy-Lowe-J. Trevor	Fox		
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Prince of Temptress, The	Lyon-Moran	First National		
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Risky Business	Vera Reynolds	P. D. C.	4405 feet	
Roaring Bill Atwood	Dick Patton	Rayart	5865 feet	Aug. 28
Runaway Express, The	Special Cast	Universal		
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Syncopeating Sue	Corinne Griffith	First National	8710 feet	Aug. 28
Three Bad Men	Special Cast	Fox		
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
Waning Sex, The	Norma Shearer	M-G-M.		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
Yellow Back, The	Fred Humes	Universal	4766 feet	
You'd Be Surprised	Raymond Griffith	Paramount		
Young April	Special Cast	Prod. Dist. Corp.	6858 feet	

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Age of Action, The	Wally Wales	Assoc. Exhib.		
Age of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M.		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
Ice Flood, The	K. Harlan-V. Dana	Universal		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M.		
King of the Pack		Lumas		
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning		Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M.	7 reels	
Men of the Dawn	Milton Sills	First National		
Midnight Lovers	Nilsson-Stone	First National		
Obeys the Law	Bert Lytell	Columbia Pictures		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Rough Riders, The	Frank Hopper	Paramount		
There You Are	Nagel-Roberts	M-G-M.		
Twinkletoes	Colleen Moore	First National		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		
Winning Wallop, The	Wm. Fairbanks	Lumas		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Charleston Kid, The	Mackaill-Mulhall	First National		
Duke of Ladies, The	Special Cast	First National		
Faust	Emil Jannings	M-G-M.		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidor	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M.		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Knickerbocker Kid, The	Johnny Hines	First National		
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	Esther Ralston	Paramount		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Mill, The	Marion Davies	M-G-M.		
Sin Cargo		Tiffany		
Stranded in Paris	Bebe Daniels	Paramount		
Upstage	Norma Shearer	M-G-M.		
White Black Sheep, The	Richard Barthelmess	First National		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Block Signal, The		Lumas		



Feature	Star	Distributed by	Length	Reviewed
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island	Tiffany	Tiffany		
Flaming Forest, The	Renee Adoree	M-G-M		
Flaming Timber	Tiffany	Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Johnny Newcomer	Harry Langdon	First National		
Lady in Ermine, The	Corinne Griffith	First National		
Lunatic at Large, The	Leon Errol	First National		
Man of the Forest	Jack Holt	Paramount		
Masked Woman, The	Anna O. Nilsson	First National		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Slide, Kelly, Slide		M-G-M		
Sun of Montmartre, The	Norma Talmadge	First National		
Taxi Dancer, The		M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Blonde Saint, The	Kenyon-Stone	First National		
Butterflies in the Rain	Laura La Plante	Universal		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Little Journey, The	Haines-Windsor	M-G-M		
Mystery Club, The	Special Cast	Universal		
Orchids and Ermine	Colleen Moore	First National		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Silky Anne	Constance Talmadge	First National		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Song of Steel		Tiffany		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The		Tiffany		
Too Many Women	Norman Kerry	Universal		

Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Alice Ardell	F. B. O.	2 reels	
Alice Be Good	Alice Day	Pathe	2 reels	July 31
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Swell That Ends Swell	A. Vaughn-L. Kent	F. B. O.	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming		Red Seal		Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	1 reel	
Balloon Tired	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mode	Jimmie Adams	Educational	2 reels	
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Colford	George Lewis	Universal	2 reels	
Big Business		Fox		
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morros-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Bonehead Bobby		Rayart	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop's Fables"	Pathe	1 reel	Sept. 11
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Day	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump		F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	

Title	Star	Distributed by	Length	Reviewed
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
Clown, The	"Van Bibbers"	Fox	2 reels	
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West	"Cartoon"	F. B. O.	1 reel	
Dinner Jest, The		Pathe		
Dippy Tar, A	Billy Dasley	Educational		
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	Mar. 20
Dizzy Dancers		Fox		
Dizzy Days	Bobby Ray	Rayart	2 reels	
Don Key-Son of a Burro	Holmes-Davidson	Pathe	2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 5
Felix the Cat in a Tale o' Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in School Days	"Cartoon"	Educational	1 reel	May 27
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Bell	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Pools	Wise-McKay	Artclass	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fight Night	Billy Bevan	Pathe	2 reels	May 15
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistical Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	July 3
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Brush, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Tennek Film	2 reels	
Harem Knight, A		Pathe	2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Girl Friend	Mack-Marion	Universal	2 reels	July 31
His Private Life	Lupino Lane	Educational	2 reels	June 12
His Taking Ways	Al St. John	Bischoff	2 reels	
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3
Hoboken to Hollywood	Billie Bevan	Pathe	2 reels	Sept. 11
Hold'er Sheriff	Cliff Bowes	Educational	1 reel	July 3
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Honest Injun	Johnny Arthur	Educational	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels	
Honeymooning With Ma	Charles King	Universal	2 reels	June 5



Title	Star	Distributed by	Length	Reviewed	Title	Star	Distributed by	Length	Reviewed
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17	Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Howdy Judge	Bobby Ray	Rayart	2 reels		Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7	Please Excuse Me	Charles King	Universal	2 reels	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13	Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Hur Ben	Hank Mann	Sava Films	2 reels		Polar Baron, The	Gladys McConnell	Fox	2 reels	May 1
Hurricane, The	Alice Ardell	F. B. O.	2 reels		Prodigal Bridegroom, The	"O. Henry"	Pathe	2 reels	
Ice Cold Cocos	Billy Bevan	Pathe	2 reels		Psyche and the Pyskyscraper	Alice Day	Fox	2 reels	
Inventors, The	Fatty Layman	Sava Films	2 reels		Puppy Lovetime	Cliff Bowes	Pathe	2 reels	June 5
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels		Quick Service	Lyman-Dorety	Educational	1 reel	Mar. 20
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21	Radio Mad	Mabel Normand	Tennek Film	2 reels	
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3	Raggedy Rose	"Van Bibber"	Pathe	2 reels	
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1	Rah, Rah, Heidelberg	Al St. John	Fox	2 reels	June 19
Jane's Engagement Party	Wanda Wiley	Universal	2 reels		Rain and Shines	Bischoff	Pathe	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels		Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Jane's Honeymoon	Wanda Wiley	Universal	2 reels		Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels		Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14	Relay, The	George Lewis	Universal	2 reels	
Jane's Troubles	Wanda Wiley	Universal	2 reels		Reporter, The	"Van Bibbers"	Fox	2 reels	
Jellyfish, The	Frank Pangham	Educational	2 reels		Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Jerry the Giant	"Animal"	Fox	2 reels	July 10	Sailing Along	Al Alt	Rayart	2 reels	
Jolly Tars	Lloyd Hamilton	Educational	2 reels		Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel	Mar. 27	Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Keeping His Word	Charles King	Universal	2 reels		Say It With Love	Edna Marian	Universal	2 reels	April 17
Killed By Kindness		Fox	2 reels		Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Kiss Me, Kate	Dunham-Gallagher	Educational	2 reels		Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Kiss Papa	Lige Conley	Fox	2 reels	Sept. 4	Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4	Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27	Second Hand Excuse, A	Charles King	Universal	2 reels	
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel		Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel		Shady Rest	"The Gumps"	Universal	2 reels	
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel		She Beast, The	Sid Smith	Sava Films	2 reels	
Lafayette Where Are We?	Shields-Arthur	Fox	2 reels	July 31	She's A Prince	Alice Ardell	F. B. O.	2 reels	
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28	She's My Cousin	Charles King	Universal	2 reels	May 15
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26	Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14	Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Last Lap, The	George Lewis	Universal	2 reels		Shore Shy	Dooley-Joyce	Educational	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels		Should Husbands Marry?		Pathe	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels		Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	Sept. 11
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17	Skating Instructors	"Mutt and Jeff"	Short Film Syn.	1 reel	
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20	Sky Bound	Al St. John	Educational	2 reels	April 17
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22	Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Light Wines and Bearded Ladies		Fox	2 reels		Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12	Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22	Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12	Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Lookout Buster!	Trimble and Dog	Universal	2 reels		Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Loud Speakin' Papa	Dunham-Gallagher	Educational	2 reels		Snookum's Outing	"Newlyweds"	Universal	2 reels	
Love's Hurdle	Charles King	Universal	2 reels	May 15	Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Love's Last Laugh		Pathe	2 reels		Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Love Sundae, A	Alice Day	Pathe	2 reels		Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Love Your Neighbor	Wise-McKay	Artclass	2 reels		Society Architect, A		Fox	2 reels	
Love's Labor Lost	Neely Edwards	Universal	1 reel		Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Lying Tamer, The	Barbara Luddy	Fox	2 reels		Solid Gold	Lige Conley	Educational	2 reels	
Madame Mystery	Bara-Finlayson	Pathe	2 reels	April 17	Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8	Some More Excuses	Charles King	Universal	2 reels	
Making Good	George Lewis	Universal	2 reels		So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10	Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Married Widow, The	Eddie Gordon	Sava Films	2 reels		Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Marry Month of May	"O. Henry"	Fox	2 reels		Squirrel Food	Cliff Bowes	Educational	1 reel	
Masked Mamas		Pathe	2 reels		Stage Shy	Hank Mann	Sava Films	2 reels	
Masters of Arts	"O. Henry"	Fox	2 reels		Steeplechase, The	Lige Conley	Fox	2 reels	Sept. 11
Matrimony Blues	Lige Conley	Fox	2 reels		Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	
McDougal Alley (Series)		F. B. O.	2 reels		Strickly Kosher	Wise-McKay	Artclass	2 reels	
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10	Stupid Prince, The	Bobby Ray	Rayart	2 reels	
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13	Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Meet the Boy Friend	Chas. Doherty	Loumay Prod	2 reels		Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17	Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels		Thanks for the Boat Ride		Universal	2 reels	
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31	That's My Baby	Charles Puffy	Universal	1 reel	
Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17	There She Goes	Wanda Wiley	Universal	2 reels	July 3
Min's Away	"The Gumps"	Universal	2 reels		Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Mixed Brides	Wanda Wiley	Universal	2 reels		Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Mixed Doubles	Charles Puffy	Universal	1 reel		Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Money Screams		Fox	2 reels		Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27	Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4
Morning, Judge	Tarbell-Finch Shaw	Red Seal	2 reels	Sept. 11	Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Mortgaged Again	Arthur Lake	Universal	1 reel		Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Mother-in-Law	"Helen and Warren"	Fox	2 reels		Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Motor Trouble	Charles King	Universal	2 reels		Too Many Babies	Darling-King	Universal	2 reels	May 8
Move Along	Lloyd Hamilton	Educational	2 reels		Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Movie Madness	Edna Marian	Universal	2 reels	June 5	Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4
Movie Struck	Dorie Eaton	Cranfield & Clarke	2 reels		Tow Service	"The Gumps"	Universal	2 reels	
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6	Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29	Twelve Miles Out	Wanda Wiley	Universal	2 reels	
Mr. Wife	Neal Burns	Educational	2 reels		Two Dollars, Please	Neely Edwards	Universal	1 reel	Sept. 11
Mum's the Word	Charles Chase	Pathe	2 reels	May 15	Two Lips in Holland		Fox	2 reels	April 17
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5	Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
My Kid		Educational	2 reels	Sept. 11	Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Napolean, Jr.		Fox	2 reels		Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26	Unsquirtable Pickle, The	Charley Bowers	F. B. O.	2 reels	
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooly	Universal	2 reels		Up and Wooin'	A. Vaughn-L. Kent	F. B. O.	2 reels	
Newlyweds in Quarantine, The	Snookums-Clair-Dooly	Universal	2 reels	June 19	Up in the Air	"Aesop Fables"	Pathe	1 reel	
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels		Uppercuts	Jack Duffy	Educational	2 reels	Sept. 11
Nobody Loves Me	Chas. Puffy	Universal	1 reel		Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24	Venus of Venice	"Aesop Fables"	Pathe	1 reel	
Non-Skid Banana, The	Charley Bowers	F. B. O.	2 reels		Village Cut Up, The	Arthur Lake	Universal	1 reel	
North of 64	Sid Smith	Sava Films	2 reels		Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10	Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Not to Be Trusted	"Helen and Warren"	Fox	2 reels		Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels		Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
One P. M.	Bobby Ray	Rayart	2 reels		Wedding Daze		F. B. O.	2 reels	
On the Jump	Al Alt	Short Film Syn.	1 reel	Mar. 6	Western, The	Reata Hoyt	Fox	2 reels	
On Thin Ice	"Mutt and Jeff"	Short Film Syn.	1 reel	Mar. 6	What A Life	Frank Davis	Educational	1 reel	June 26
Open House	Johnny Arthur	Educational	2 reels	Sept. 4	What Happened to Jane (Series of 13)	Wanda Wiley	Universal	2 reels	
Opry House Tonight	Arthur Lake	Universal	1 reel	July 31	What'll You Have?	Charles King	Universal	2 reels	May 22
Optimist, The	Charles Puffy	Universal	1 reel	May 22	What! No Spinach?	F. B. O.	2 reels		
Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22	What's Your Hurry?	Charles King	Universal	2 reels	
Over There	Al Joy	2 reels			When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
Painless Pain	Wanda Wiley	Universal	2 reels	May 8	When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
Papa's Mama	Arthur Lake	Universal	1 reel		When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Papa's Pest	Burns-Steadman	Educational	2 reels	June 5	Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Pawshop Politics	Luddy-Harris	Fox	2 reels		Which is Which?	Charles King	Universal	2 reels	
Pelican's Bill	"Cartoon"	F. B. O.	1 reel	June 12	Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Perils of Petersboro, The	Alice Day	Pathe	2 reels		Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Pests	"Aesop Fables"	Pathe	1 reel	Sept. 11	Who Hit Me?	Al St. John	Educational	2 reels	July 31
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13	Who's Boss?	Davis-Bowes	Educational	1 reel	June 5
Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28	Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Pirates Bold	"Aesop Fables"	Pathe	1 reel		Who's Next?	Neely Edwards	Universal	1 reel	July 24
					Why George?	Sam Saylor	Universal	2 reels	
					Wide Open Faces	Charles Puffy	Universal	1 reel	
					Wife Shy	Bobby Vernon	Educational	2 reels	
					Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
					Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
					Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13



Title	Star	Distributed by	Length	Reviewed
Wisecrackers (Series)	Short-Withers	F. B. O.		
Wise Guys Prefer Brunettes				
Wise Quacker, The	Helene Chadwick	Pathe	2 reels	
Wise Or Otherwise	Eddie Gordon	Tennek Film	2 reels	
Wives and Women	Charles Puffy	Universal	1 reel	June 5
Working Winnie	Charles Puffy	Universal	1 reel	
Yankee Doodle Duke, A	Ethlyn Fibson	Artclass	2 reels	
Yearning for Love	Ralph Graves	Pathe	2 reels	
Yokel, The	Wanda Wiley	Universal	2 reels	April 3
	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Spotlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Sportlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Racing Drama)	Hi-Mark Prod.	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Sportlight)	Cranfield & Clarke	1 reel	Sept. 11
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blue Boy, The	Educational	2 reels	Sept. 11
Broadway of Jungle Land	Cranfield & Clarke	1 reel	
Buffalo Bill (Serial)	Universal	10 episodes	
Bull's Eyes (Sportlight)	Pathe	1 reel	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15
Can Happen to You (Scandals of America)	Artclass	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Charleston Films	Cranfield & Clarke	4 half reels	May 1
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Chronicles of America (Series of 18 Three Reelers)	Pathe		
Colorado (Variety)	Fox	1 reel	
Coming Back (Mustang)	Universal	2 reels	
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Dancing Around the World (Variety)	Fox	1 reel	July 17
Dangerous Game, A (Mustang)	Universal	2 reels	
Dark Horse, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Dav Dreams	Cranfield & Clarke	2 reels	
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Desperate Dan (Mustang)	Universal	2 reels	May 1
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8
Dolly Gray (Song Car-Tune)	Red Seal	1 reel	
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels	
Down to Damascus (Variety)	Fox	1 reel	July 10
Drops From Heaven (Variety)	Fox	1 reel	
Egypt	F. B. O.	1 reel	
Emergency Man, The	Edmund Cobb	Universal	
Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Fa-le Away Foster (Mustang)	Universal	2 reels	May 1
Falling Water Valley (Bruce Scenic)	Educational	1 reel	
Family Album, The (Sketch Book)	Pathe	1 reel	
Fashions in Photographs	Pathe	1 reel	Sept. 4
Fighting Marine, The (Serial)	Pathe	10 episodes	Sept. 11
Fighting With Buffalo Bill (Serial)	Universal		
Film Facts (Series)	Red Seal	1 reel	
Film Facts, Issue H	Red Seal	1 reel	
Film Facts, Issue I	Red Seal	1 reel	
Film Facts, Issue J	Red Seal	1 reel	
Film Facts, Issue K	Red Seal	1 reel	
Film Reporter, The (Series of 13)	Red Seal	1 reel	
Film Reporter, The, No. 1	Red Seal	1 reel	
Fire Barrier (Mustang)	Universal	2 reels	
Fire Fighters, The (Serial)	Universal	10 episodes	
Flaming West, The (Mustang)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Four Square Steve (Mustang)	Universal	2 reels	June 5
Frame Up, The (Mustang)	Universal	2 reels	May 22
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12
Fugitive Futerise (Novelty)	Cranfield & Clarke	1 reel	
Game Hunting in Abyssinia			
Gems of the Screen (Series)	Red Seal	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel	
Glory or Dollars (Sportlight)	Pathe	1 reel	June 26
God's Country	Cranfield & Clarke	2 reels	
Gold and Fleece (Bruce Scenic)	Educational	1 reel	
Golden Spurs, The (Racing Drama)	Hi-Mark Prod.	2 reels	
Great Lakes, The (Variety)	Fox	1 reel	
Green Archer, The (Serial)	Pathe	10 episodes	
Grinning Fists (Mustang)	Universal	2 reels	
Guess Who (Series)	Artclass	1 reel	
Guess Who, No. 1	Artclass	1 reel	
Guess Who, No. 2	Artclass	1 reel	
Guess Who, No. 3	Artclass	1 reel	
Guess Who, No. 4	Artclass	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Sportlight)	Pathe	1 reel	April 10
Hair Cartoons, No. 10	Red Seal	1 reel	
Hair Cartoons, No. 11	Red Seal	1 reel	
Hair Cartoons, No. 12	Red Seal	1 reel	
Hair Cartoons, No. 13	Red Seal	1 reel	
Hair Cartoons, No. 14	Red Seal	1 reel	Sept. 4
Hair Cartoons, No. 15	Red Seal	1 reel	
Hair Cartoons, No. 16	Red Seal	1 reel	
Hair Cartoons, No. 17	Red Seal	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6

Title	Distributed by	Length	Reviewed
Haunted Homestead, The (Mustang)	Universal	2 reels	
Heavenly Bodies			
Heavenly Bodies	Service Film	1 reel	
Her First Night in a Beauty Parlor	Arthur J. Lamb	2 reels	
Hero Land (Color Novelty)	Service Film	1 reel	
Heroes of the Sea	Cranfield & Clarke	1 reel	
His Pal... Fearless (Dog)	Chesterfield	2 reels	
Homeless Husbands' Land (Novelty)	Short Film	1 reel	
Honeymoon Cruises	Tennek Film	1 reel	
How I Hate to Get Up (Song Parody)	Artclass	1 reel	
If a Picture Tells a Story	Cranfield & Clarke	1 reel	May 22
India Tea	Pathe	1 reel	
Inland Voyage, An (Variety)	Fox	1 reel	
In Sunny Spain (Variety)	Fox	1 reel	July 10
Inside Dope, The (Sportlight)	Pathe	1 reel	May 1
International Detective Stories	Tennek Film	2 reels	
Jack's of One Trade (Sportlight)	Pathe	1 reel	June 26
Jewels of Venus	Universal	2 reels	Sept. 11
Jim Hood's Ghost (Mustang)	Chesterfield	2 reels	
Jungle Heroine, A	Sava Films		
Jungle Secrets	Chesterfield	2 reels	
Jungle Tragedy, A	Red Seal	1 reel	
Keeping 'Em Guessing (Series)	Red Seal	1 reel	
Keeping 'Em Guessing, No. 2	Red Seal	1 reel	
Keeping in Trim (Sportlight)	Pathe	1 reel	
King of the Beasts (Cartoon)	F. B. O.	1 reel	
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel	
Land of Rivers (Scenic)	Service Film	1 reel	
Last Man, The	Chesterfield	2 reels	
Law of the North (Mustang)	Universal	1 reel	
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Lest We Forget	Educational	1 reel	May 1
Let Loose (Mustang)	Universal	2 reels	
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightnin' Flashes (Drama)	Sava Films	2 reels	
Lightnin' Strikes (Drama)	Sava Films	2 reels	
Lightnin' Wins (Drama)	Sava Films	2 reels	
Lightning Hutch (Serial)	Arrow Film		
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22
Lion's Mate, The	Chesterfield	2 reels	
Little Brown Rug, The (Bruce Novelty)	Educational	1 reel	
Little Warrior, The (Mustang)	Universal	2 reels	July 24
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Love Deputy, The (Mustang)	Universal	2 reels	
Love Fighter... Fearless (Dog)	Chesterfield	2 reels	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14
Marvels of Motion (Series)	Red Seal	1 reel	
Marvels of Motion, Issue H	Red Seal	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel	
Marvels of Motion, Issue J	Red Seal	1 reel	
Marvels of Motion, Issue K	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Mother O'Mine	Cranfield & Clarke	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Mountain Molly O (Mustang)	Universal	2 reels	April 17
Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Movie Struck	Cranfield & Clarke	2 reels	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Mystery Pilot, The (Serial)	Rayart		
Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Nervous Moments (Sportlight)	Pathe	1 reel	May 1
Night Prowler, The (Scandal of America)	Artclass	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Outlaw Love (Mustang)	Universal	2 reels	
Out of the Inkwell (Series)	Red Seal	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Pathe Review, No. 17	Pathe	1 reel	May 1
Pathe Review, No. 18	Pathe	1 reel	May 1
Pathe Review, No. 19	Pathe	1 reel	May 15
Pathe Review, No. 20	Pathe	1 reel	May 22
Pathe Review, No. 21	Pathe	1 reel	May 22
Pathe Review, No. 22	Pathe	1 reel	May 29
Pathe Review, No. 23	Pathe	1 reel	June 5
Pathe Review, No. 24	Pathe	1 reel	June 26
Pathe Review, No. 25	Pathe	1 reel	June 26
Pathe Review, No. 26	Pathe	1 reel	
Pathe Review, No. 27	Pathe	1 reel	July 3
Pathe Review, No. 28	Pathe	1 reel	July 24
Pathe Review, No. 29	Pathe	1 reel	July 17
Pathe Review, No. 30	Pathe	1 reel	
Pathe Review, No. 31	Pathe	1 reel	July 31
Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Pathe Review, No. 35	Pathe	1 reel	
Pathe Review, No. 36	Pathe	1 reel	
Pathe Review, No. 37	Pathe	1 reel	
Pathe Review, No. 38	Pathe	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Pilgrimages to Palestine (Series)	Pathe		
Pycrock Goes Wild (Mustang)	Universal	2 reels	
Planting Season, The (Sportlight)	Pathe	1 reel	June 5
Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Popular Song Parodies (Series)	Artclass	1 reel	
Putting on Dog (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	April 17
Radio Detective, The (Serial)	Universal	10 episodes	April 17
Radio Personalities (Series)	Artclass	1 reel	
Radio Personalities, Vol. A	Artclass	1 reel	
Radio Personalities, Vol. B	Artclass	1 reel	
Radio Personalities, Vol. C	Artclass	1 reel	
Radio Personalities, Vol. D	Artclass	1 reel	
Rare Bits (A Curiosity)	Educational	1 reel	
Reelviews (Series)	Red Seal	1 reel	
Reelviews, Issue A	Red Seal	1 reel	
Reelviews, Issue B	Red Seal	1 reel	
Reelviews, Issue C	Red Seal	1 reel	
Reelviews, Issue D	Red Seal	1 reel	
Rescue, The (Mustang)	Universal	2 reels	
Return of the Riddle Rider, The (Serial)	Universal	10 episodes	
Revolutions per Minute (Sportlight)	Pathe	1 reel	June 5
Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Riches of the Earth (Variety)	Fox	1 reel	
Ridin' For Love (Mustang)	Universal	2 reels	
Riding For a King (Racing Drama)	Hi-Mark Prod.	2 reels	
Ringer, The (Racing Drama)	Hi-Mark Prod.	2 reels	
Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Rushing Waters	Cranfield & Clarke		
Rustler's Secret, The (Mustang)	Universal	2 reels	
Saddle Tramp, The (Mustang)	Universal	2 reels	



Title	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Scandal of America (Series)	Artclass	1 reel		Big Gun, The	George Lewis	Universal		
Screen Star Sports (Series)	Artclass	1 reel		Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Screen Star Sports, Vol. A	Artclass	1 reel		Bill of Sale, The		Arthur J. Lamb		
Screen Star Sports, Vol. B	Artclass	1 reel		Bill Smith, M.D.		Universal		
Screen Star Sports, Vol. C	Artclass	1 reel		Birds of Prey		Columbia Pictures		
Screen Star Sports, Vol. D	Artclass	1 reel		Bitter Apples	Monte Blue	Warner Bros.		
Scotty of the Scouts (Serial)	Rayart			Black Diamond Express, The	Monte Blue	Warner Bros.		
Screen Snapshots (Series)	Columbia	1 reel		Black Ivory		Warner Bros.		
Screen Snapshots, No. 13	Columbia	1 reel	June 26	Black Rider, The	Richard Talmadge	Universal		
Screen Snapshots, No. 14	Columbia	1 reel	July 3	Black Tears		Gorman Pictures		
Searchlight (Series)	Red Seal	1 reel		Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.		
Searchlights, Issue A	Red Seal	1 reel		Blue Eagle, The		Fox		
Searchlights, Issue B	Red Seal	1 reel		Border Patrol, The	Harry Carey	Pathe		
Searchlights, Issue C	Red Seal	1 reel		Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Searchlights, Issue D	Red Seal	1 reel		Branded	Bob Custer	F. B. O.		
Seas of the World	Red Seal			Breed of the Sea		F. B. O.		
Shadowland	Cranfield & Clarke			Broadway Drifter, A.		Gorman Pictures		
Sheik, The (Song Parody)	Artclass	1 reel		Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28	Broncho Twister, The	Buck Jones	Fox		
Silent Flyer, The (Serial)	Universal	10 episodes		Brute, The	Monte Blue	Warner Bros.		
Sin	Cranfield & Clarke	2 reels		Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Sketch Book (Series)	Pathe			Burning Bridges	Harry Carey	Pathe		
Skenographs (Series)	Cranfield & Clarke			Butter and Egg Man, The		First National		
Sky Skidder, The (Serial)	Bischoff	10 episodes		Callahans and the Murphys, The		M-G-M		
Snowed In (Serial)	Pathe	10 episodes	June 26	Call in the Night, A.		Truart	5000 feet	
Songs of Central Europe (Melody Series)	Pathe	1 reel		Camille	Pola Negri	Paramount		
Songs of England (Melody Series)	Pathe	1 reel	Feb. 6	Cancelled Debt, The	Special Cast	Sterling Pict.		
Songs of France (Melody Series)	Pathe	1 reel	Aug. 21	Canyon of Light	Tom Mix	Fox		
Songs of Italy (Melody Series)	Pathe	1 reel	July 24	Captain Sazarac	Ricardo Cortez	Paramount		
Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6	Captain Salvation		M-G-M		
Songs of Spain (Melody Series)	Pathe	1 reel	June 26	Captain's Courage, A.	R. Holt-D. Dwan	Rayart		
Songs of the Northern States	Pathe	1 reel		Casey at the Bat	W. Beery-R. Hatton	Paramount		
Songs of Yesterday	Cranfield & Clarke	1 reel		Cat and the Canary, The		Universal		
Soul of the Cypress	Red Seal	1 reel	Feb. 27	Chains	Bennett-Colman	United Artists		
Spanish Holiday (Variety)	Fox	1 reel		Charity Ball, The		M-G-M		
Spirit of Play, The (Spotlight)	Pathe	1 reel	Aug. 28	Cheating Danger	Dick Talmadge	Universal		
Sportsman's Dream	Cranfield & Clarke			Cheerful Fraud, The	Reginald Denny	Universal		
Stick-up Man (Scandal of America)	Artclass	1 reel		Cheyenne Days	Hoot Gibson	Universal		
String of Diamonds... Fearless (Dog)	Chesterfield	2 reels		Chic Chick, The	Alberta Vaughan	F. B. O.		
Strings of Steel (Serial)	Universal	10 episodes		Christine of the Big Tops	Garon-Landis	Sterling Pict.		
St. Pauls	Cranfield & Clarke	1 reel		Cigarette Maker's Romance, The		Special Cast		
Sweden Today (Variety)	Fox	1 reel	May 15	Circus, The	Charles Chaplin	United Artists		
Sweet Adeline (Song Car-tune)	Red Seal	1 reel		City, The	J. Gaynor-W. McGrail	Fox		
Tin Bronc, The (Mustang)	Universal	2 reels	June 5	City of Shadows, The		F. B. O.		
Trapped (Mustang)	Universal	2 reels		Cleaner Flame, The	Louise Carter	Arrow		
Trails of the Gods	Cranfield & Clarke	1 reel		Climbers, The	Irene Rich	Warner Bros.		
Trail of the North Wind	Cranfield & Clarke	2 reels		Closed Gates	Special Cast	Sterling Pict.		
Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1	Crown, The		Columbia Pictures		
Travels in Toyland (Variety)	Fox	1 reel		College Widows	Dolores Costello	Warner Bros.		
Tulip Land	Cranfield & Clarke	1 reel		Come On Charley	Devore-Horton	Assoc. Exhib.		
Under Desert Skies (Mustang)	Universal	2 reels		Coney Island	Special Cast	M-G-M		
Unexpected Visitor (Scandal of America)	Artclass	1 reel		Confession	Pola Negri	Paramount		
Valiant Skipper, The	Cranfield & Clarke	2 reels		Confessions of a Bachelor		Assoc. Exhib.		
Vanishing Millions (Serial)	Sierra Pictures	15 episodes		Confessions of a Flapper		Assoc. Exhib.		
Vision, The	Educational	2 reels	May 22	Confessions of a Divorcee		Assoc. Exhib.		
When East Meets West (Mustang)	Universal	2 reels	July 31	Confessions of a Widow		Assoc. Exhib.		
When Oscar Went Wild (Mustang)	Universal	2 reels		Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Whirlwind Driver, The (Mustang)	Universal	2 reels		Cossacks, The	John Gilbert	M-G-M		
Whirlwinds (Series)	F. B. O.			Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
Wild America (Variety)	Fox	1 reel	May 22	Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.		
Wire Tigers, The	Chesterfield	2 reels		Cow Punching for Cupid	Tom Tyler	F. B. O.		
Where the Silver River Gleans	Cranfield & Clarke	1 reel		Cradle Snatchers		Fox		
Whispering Smith Rides (Serial)	Universal	10 episodes		Crashing Hoofs	Bob Custer	F. B. O.		
White Waters	Cranfield & Clarke	2 reels		Crashing Timbers	Harlan-Dana	Universal		
Who Is Safe? (Scandal of America)	Artclass	1 reel		Crazy Fool, The		M-G-M		
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20	Crisis, The	Special Cast	M-G-M		
Wolf, The Fearless (Dog)	Chesterfield	2 reels		Crooks Tours	George O'Hara	F. B. O.		
Wolf's Brush	Cranfield & Clarke	2 reels		Cruise of Jasper B, The	Rod La Roque	Prod. Dist. Corp.		
Wonder Book Series	Short Film	1 reel		Cruel Truth, The		Sterling Pict.		
Wonderful Water	Service Film Corp.	1 reel	May 1	Crystal Cup, The	Dorothy Mackaill	First National		
Wonders of the Blue Gulf of Mexico				Cyclone of the Range	Tom Tyler	F. B. O.		
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12	Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.		

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Across the Pacific	Monte Blue	Warner Bros.		
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Herscott	Universal		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An		Paramount		
Ankles Preferred		Fox		
Annie Laurie	Lillian Gish	M-G-M		
April Fool	Alexander Carr	Chadwick		
Aristocrat, The		Famous Attractions		
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Ashes	C. Griffith-T. Moore	First National		
Atlantis		First National		
Atta Boy	Monty Banks	Pathe	6 reels	
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Custer	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl		Chadwick		
Bandit Buster, The	Wally Wales	Assoc. Exhib.		
Bandits of the Air	Al Wilson	Assoc. Exhib.		
Bardelys the Magnificent	John Gilbert	M-G-M		
Bargain Bride, The	Mary Philbin	Universal		
Barriers of Fire	Monte Blue	Warner Bros.		
Beau Geste	Special Cast	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Bed and Board	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The		American Cinema		
Ben Burbridge's African				
Ben Hur	Special Cast	M-G-M	8 reels	June 26
Better 'Ole, The	Syd Chaplin	Warner Bros.	12000 feet	Jan. 16
Better Way, The		Columbia Pictures		
Beware of Widows	Laura La Plante	Lumas		
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Bigger They Are, The	George O'Hara	F. B. O.		
Big Gun, The				
Big Parade, The				
Bill of Sale, The				
Bill Smith, M.D.				
Birds of Prey				
Bitter Apples	Monte Blue			
Black Diamond Express, The	Monte Blue			
Black Ivory				
Black Rider, The	Richard Talmadge			
Black Tears				
Blazing Courage	Buffalo Bill, Jr.			
Blue Eagle, The				
Border Patrol, The	Harry Carey			
Border Thunderbolt, The	Bill Cody			
Branded	Bob Custer			
Breed of the Sea				
Broadway Drifter, A.				
Broken Hearts	M. Schwartz-L. Lee			
Broncho Twister, The	Buck Jones			
Brute, The	Monte Blue			
Bull Dog Luck	Wally Wales			
Burning Bridges	Harry Carey			
Butter and Egg Man, The				
Callahans and the Murphys, The				
Call in the Night, A.				
Camille	Pola Negri			
Cancelled Debt, The	Special Cast			
Canyon of Light	Tom Mix			
Captain Sazarac	Ricardo Cortez			
Captain Salvation				
Captain's Courage, A.	R. Holt-D. Dwan			
Casey at the Bat	W. Beery-R. Hatton			
Cat and the Canary, The				
Chains	Bennett-Colman			
Charity Ball, The				
Cheating Danger	Dick Talmadge			
Cheerful Fraud, The	Reginald Denny			
Cheyenne Days	Hoot Gibson			
Chic Chick, The	Alberta Vaughan			
Christine of the Big Tops	Garon-Landis			
Cigarette Maker's Romance, The				
Circus, The	Charles Chaplin			
City, The	J. Gaynor-W. McGrail			
City of Shadows, The				
Cleaner Flame, The	Louise Carter			
Climbers, The	Irene Rich			
Closed Gates	Special Cast			
Crown, The				
College Widows	Dolores Costello			
Come On Charley	Devore-Horton			
Coney Island	Special Cast			
Confession	Pola Negri			
Confessions of a Bachelor				
Confessions of a Flapper				
Confessions of a Divorcee				
Confessions of a Widow				
Corporal Kate	Vera Reynolds			
Cossacks, The	John Gilbert			
Country Doctor, The	Faye-R. Schildkraut			
Cowboy Grit	Buffalo Bill, Jr.			
Cow Punching for Cupid	Tom Tyler			
Cradle Snatchers				
Crashing Hoofs	Bob Custer			
Crashing Timbers	Harlan-Dana			
Crazy Fool, The				
Crisis, The	Special Cast			
Crooks Tours	George O'Hara			
Cruise of Jasper B, The	Rod La Roque			
Cruel Truth, The				
Crystal Cup, The	Dorothy Mackaill			
Cyclone of the Range	Tom Tyler			
Cyclone Sam	Buffalo Bill, Jr.			
Cyrano de Bergerac	Special Cast			
Dame Chance	Special Cast			
Danger Line, The	Special Cast			
Dangerous Friends	Special Cast			
Dangerous Virtue	Jane Novak			
Dangers of Working Girls				
Daring Venus, The				
Dark Horse, The	Harry Carey			
Darling of the Gods, The				
Dead Command, The	Special Cast			
Dearie	L. Fazenda-W. Louis			
Defend Yourself	Dorothy Drew			
Desert Legion, The	Fred Thomson			
Desert's Toil, The	Frances McDonald			
Desert Valley	Buck Jones			
Desert Whirlwind, The	Bob Custer			
Detour				
Devil's Dice	B. Bedford-R. Ellis			
Devil's Partner, The				
Dixie				
Do Clothes Make the Woman?	Mrs. Valentino			
Don Juan	John Barrymore			
Don't Lie to Your Wife	Haver-McDonald			
Don't Tell the Wife	Irene Rich			
Double Daring	Wally Wales			
Double Handed Bandit, The	Bob Custer			
Down Grade, The	Wm. Fairbanks			
Down the Stretch	Agnew-Nixon			
Driven From Home				
Drivin' Mad				
Duke of Black Butte, The	Fred Humes			
Eager Lips				
Easy Going	Buddy Roosevelt			
Eden's Fruit				
Everybody's Acting	Betty Bronson			
Exclusive Rights				
Exit Smiling	Beatrice Lillie			
Eyes of the Totem	Special Cast			
Eyes of Youth	Gloria Swanson			
False Hopes				
Fangs of Alaska, The	Sandow (Dog)			
Fast and Furious	Reginald Denny			
Fast Life in New York	Special Cast			
Fifth Horseman, The				
Fighting Cub, The				
Fighting Foundling, The	Jack Hoxie			
Fighting Love	Jetta Goudal			
Fighting Ranger, The	Bob Custer			
Finnegan's Ball				
Fire Brigade, The	M. MacAvoy-C. Ray			



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Flame of the Border, The	Ken Maynard	First National			Laurels	Mae Murray	M-G-M.		
Flaming Fury	Buddy Roosevelt	Assoc. Exhib.			Lea Lyon	Mary Philbin	Universal.		
Flashing Fangs	Ranger (Dog)	F. B. O.			Les Misérables		Universal.		
Flashing Heels	Bill Cody	Assoc. Exhib.			Let's Go	Fred Humes	Universal.		
Flash in the Night, A		American Cinema			Life of an Actress		Chadwick		
Flash Kid, The	Dick Talmadge	Universal.			Life of a Woman		Tiffany	6500 feet	
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M			Lightning Chaser, The	George O'Hara	F. B. O.		
Flying Fool, The	Al Wilson	Assoc. Exhib.			Lightnin' Lariat	Tom Tyler	F. B. O.		
Follow the Signs		Universal.			Lighting Express, The		Columbia Pictures		
For Alimony Only	Leatrice Joy	Prod. Dist. Corp.			Limehouse Lou	Evelyn Brent	F. B. O.		
Forbidden Trails	Bill Cody	Assoc. Exhib.			Little Adventure, The	Vera Reynolds	Prod. Dist. Corp.		
Forest of Destiny, The		Gotham Prod.			Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
For Ladies Only		Columbia Pictures			London	Dorothy Gish	Paramount		
For Wives Only	Marie Prevost	Prod. Dist. Corp.			Look Who's Here	Dick Talmadge	Universal.		
Four Feathers	Richard Barthelmess	First National			Lord Hokum	E. E. Horton	Assoc. Exhib.		
Four Flushers, The	Reginald Denny	Universal.			Lost House, The		Columbia Pictures		
Four Stragglers, The	Special Cast	M-G-M			Love in a Cottage	Betty Compson	M. P. Guild.		
Fourth Commandment, The	Belle Bennett	Universal.			Love Me and the World Is		Universal.		
Free Souls	Norma Shearer	M-G-M			Mine	Philbin-Kerry	Universal.		
Fresh Air	Ray Olmstead	M-G-M			Love Thrill, The	Special Cast	Universal.		
Friends	Special Cast	Vitagraph			Loyalties	Special Cast	Fox		
Frozen Justice	Victor McLagen	Fox			Lure of the West	Eileen Sedgwick	Chesterfield		
Fullback, The		Fox			Lure of the Yukon, The		Assoc. Exhib.		
Funny Face	Alberta Vaughn	F. B. O.			Lying Truth, The	Milton Sills	First National		
Gaby	V. Valli-G. O'Brien	Fox			Madame Pompadour	Dorothy Gish	British National Pictures, Inc.		
Gambling Chaplain, The	Special Cast	M-G-M			Mad Girl of Moscow, The	Evelyn Brent	F. B. O.		
Galloping Thunder	Tom Tyler	F. B. O.			Magic Garden, The		F. B. O.		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists			Man and the Woman	Special Cast	M-G-M		
Garden of Eden, The	Special Cast	M-G-M			Man Bait	Marie Prevost	Prod. Dist. Corp.		
Gay Old Bird, The	Fazenda-Louis	Warner Bros			Man in the Shadow, The	Special Cast	American Cinema		
General, The	Buster Keaton	United Artists			Man of Quality, A.	George Walsh	Excellent Pictures		
George Washington Cohen	George Jessel				Manon Lescaut	John Barrymore	Warner Bros		
Get Off the Earth	Raymond Griffith	Paramount			Man Who Forgot God		Paramount		
Get Set—Go	George O'Hara	F. B. O.			Man With a Thousand				
Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.			Faces	Special Cast	M-G-M		
Gigolo	Rod La Rocque	Prod. Dist. Corp.			Mary of Vassar	Marion Davies	M-G-M		
Gilt-Edged	Richard Talmadge	F. B. O.			Masquerade Bandit, The	Tom Tyler	F. B. O.		
Girl in the Rain, The	David Butler	Carleone Pict.			Matinee Ladies	Special Cast	Warner Bros		
Girl Who Dared, The	Evelyn Brent	F. B. O.			McFadden's Row of Flats	Murray-Sidney	First National		
Girl Who Smiles, The		Columbia Pictures			Memories	Ramon Navarro	M-G-M		
Glorious Gamble, The	Evelyn Brent	F. B. O.			Men of the Night	Rawlinson-Hughes-Hawley	Sterling Pict.	5700 feet	July 24
God Gave Me Twenty Cents	Special Cast	Paramount			Merry Wives of New York		Chadwick		
God's Great Wilderness		American Cinema			Message to Garcia, A.	Special Cast	M-G-M		
Going Crooked	B. Love-O. Shaw	Fox			Midnight Sun, The	Special Cast	Universal.	10 reels	May 15
Going! Going! Gone!	George O'Hara	F. B. O.			Mike Donovan of Ireland		First National		
Gold	C. Geraghty				Millionaires	L. Fazenda-W. Louis	Warner Bros		
Goose Man, The	Special Cast	M-G-M			Million Bid, A.	Dolores Costello	Warner Bros		
Grand Army Man, The		Fox			Million Dollar Doll		Assoc. Exhib.		
Great Galeoto, The	Novarro-Terry	M-G-M			Miss 318	Special Cast	M-G-M		
Great K. & A. Robbery, The	Tom Mix	Fox			Miss Manhattan	Betty Compson	M. P. Guild.		
Greatest Show on Earth	Wallace Beery	Paramount			Morals of Today		Gorman Pictures		
Gulliver's Travels		Universal.			Mother		F. B. O.		
Gun Gospel	Ken Maynard	First National			Mount Eagle, The	Nita Naldi	Lee-Bradford		
Hairpin Duchess, The	Special Cast	M-G-M			Mountains of Manhattan		Lumas		
Hair-Trigger Barton	Bob Custer	F. B. O.			Music Master, The		Fox		
Harem Girl, The	Special Cast	Astor Dist.			My Official Wife	I. Rich-Tearle	Warner Bros		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp.			Mysterious Island	Special Cast	M-G-M		
Hat of Destiny, The		First National			Mysterious Rider, The		Paramount		
Haunted Lady, The		Assoc. Exhib.			Mystery Lady, The	Special Cast	M-G-M		
Haven, The	Special Cast	M-G-M			My Wife's Friend		First National		
Head of the House of Coombe, The		First National			My Wife's Honor	Dolores Del Rio	Fox		
Heart Collector, The	Alberta Vaughn	F. B. O.			Naughty But Nice	Colleen Moore	First National		
Heart of a Cowboy, The	Bob Custer	F. B. O.			Nervous Marietta	Marion Davies	M-G-M		
Heart of Maryland, The	Dolores Costello	Warner Bros			Nervous Wreck, The	Special Cast	Prod. Dist. Corp.		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.			New York	Lya de Putti	Paramount		
Held By the Law	Special Cast	Universal.			Next Generation, The	Special Cast	M-G-M		
Hello Bill		F. B. O.			Next Year's Model	Alberta Vaughn	F. B. O.		
Hell's Kitchen		First National			Night Bride, The	Marie Prevost	Prod. Dist. Corp.		
Here Y'are, Brother		Sierra Pictures	5000 feet		Night School, The		M-G-M		
Here He Comes	Earle Douglas	First National			Night Siren, The	Evelyn Brent	F. B. O.		
Her Teacher Said No	Gertrude Short	F. B. O.			Night Watch, The	Special Cast	Truart	5000 feet	
Hero on Horseback, A.	Hoot Gibson	Universal.			Noah's Ark		Warner Bros		
High Society	Tom Mix	Fox			Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.		
High Stakes	Evelyn Brent	F. B. O.			No Control	P. Haver-H. Ford	Prod. Dist. Corp.		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros			Nocturne	Special Cast	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp.			North of Nome	Special Cast	Arrow	5491 feet	
His New York Wife		Famous Attractions			No Speed Limit	Al Wilson	Assoc. Exhib.		
His Woman	Special Cast	Whitman Bennett	7 reels		Not Herbert	Ben Lyon	First National		
Holy Terror, A		Fox			Oh! What a Night		Sterling Pict.		
Home, Sweet Home	Special Cast	Gorman Pictures			Old Heidelberg	Ramon Navarro	M-G-M		
Honesty the Best Policy	Johnny Walker	Fox			Old Ironsides	Special Cast	Paramount		
Horses and Women		Famous Attractions			One Hour of Love	Jacqueline Logan	Tiffany		
Hounds of Spring		First National			One Increasing Purpose	Lowe-Rubens	Fox		
Human Mill, The	Blanche Sweet	M-G-M			Open Book	Special Cast	M-G-M		
Human Nature		Gorman Pictures			Ou, Lal Lal	Alberta Vaughn	F. B. O.		
Human Playthings	Betty Compson	M. P. Guild.			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.		
Hurricane, The	Special Cast	Truart			Out of the Ruins		First National		
Hurry Up Man, The	Dick Talmadge	Universal.			Out of the West	Tom Tyler	F. B. O.		
Husband Hunters		Tiffany			Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
I Can Do It	Special Cast	M-G-M			Pass in Paradise		Prod. Dist. Corp.		
I'll Tell the World	Olmstead-Arthur	M-G-M			Paying the Price		Columbia Pictures		
Impostor, The	Evelyn Brent	F. B. O.			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
In His Arms	Special Cast	M-G-M			Personality	Gloria Swanson	United Artists		
In the First Degree		Sterling Pict.			Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
Irish Eyes	George O'Hara	F. B. O.			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		
Irish Hearts	Dolores Costello	Warner Bros			Pleasure Before Business		Columbia Pictures		
Isle of Forbidden Kisses, The		Universal.			Pleasure Garden, The	V. Valli-C. Geraghty	Lee-Bradford		
Isle of Life, The	Jack Trevor	First National			Pleasure Highway	Evelyn Brent	F. B. O.		
Is Zat So?	Special Cast	Fox			Plumes	Special Cast	M-G-M		
It	Clara Bow	Paramount			Polly of the Circus	Norma Shearer	M-G-M		
It Could Have Happened	Colleen Moore	First National			Polly Preferred	Marion Davies	M-G-M		
Jack O' Hearts	Landis-G. Hulette	American Cinema			Polly With a Past	Norma Shearer	M-G-M		
Jail Birds, Inc.		First National			Poor Fish, The		Sterling Pict.		
Jason	Special Cast	M-G-M			Poor Girls		Columbia Pictures		
Jazz Singer, The	George Jessel	Warner Bros			Poor Nut, The		First National		
Jerry Settles Down	Tom Tyler	F. B. O.			Popular Sin, The	Vidor-Nissen	Paramount		
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.			Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Price of Honor, The		Columbia Pictures		
Jocelyn's Wife	Pauline Frederick	Tiffany			Princess Pro Tem	Evelyn Brent	F. B. O.		
Justice of the Far North		Columbia	5500 feet		Prisoners		First National		
Just Off Broadway	Corinne Griffith				Private Izzy Murphy	George Jessel	Warner Bros		
Keep Going	Earl Douglas	Sierra Pictures			Prowlers of the Night	Fred Humes	Universal.		
Kidnapped in New York		American Cinema			Puppets	Mae Murray	M-G-M		
King of Kings, The	Special Cast	Prod. Dist. Corp.			Purple and Fine Linen	L. Stone-A. Nilsson	First National		
King of the Air	Al Wilson	Assoc. Exhib.			Quality Street		M-G-M		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp.			Racing Blood	R. Agnew-A. Cornwall	Lumas Film		
Ladies of Ease		Chadwick			Raging Seas		Tiffany		
Lady Be Good		First National			Rat, The	M. Marsh-I. Novello	Lee-Bradford		
Lady of Leisure	Special Cast	M-G-M			Raw Country, The	Bowers-Cornwall	Assoc. Exhib.		
Lady With the Lamp, The		Florence Nightingale			Red Hot Hoofs	Tom Tyler	F. B. O.		
Larceny, Ltd.	Evelyn Brent	F. B. O.			Red Signals		Sterling Pict.		
Last Chance, The	Bill Patton	Chesterfield			Red, White and Blue		M-G-M		
					Rejuvenation of Aunt Mary, The	Special Cast	Prod. Dist. Corp.		
					Remember	Special Cast	Columbia Pictures		
					Resurrection		United Artists		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Return of a Soldier	Special Cast	M-G-M			Then Came the Woman	Frank Mayo	American Cinema	6805 feet	July 17
Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.			Third Degree, The	Patsy Ruth Miller	Warner Bros.		
Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.			Three Twins, The		M-G-M		
Rider of the Plains	Tim McCoy	M-G-M			Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.		
Riders of the Wind		First National			Thrill Chaser, The	Alberta Vaughn	F. B. O.		
Riding Honor	Art Accord	Universal			Thumbs Down	Special Cast	Sterling Pict.		
Riding Rivals	Walley Wales	Artclass	5 reels		Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Ridin' 'Em Ragged	Tom Tyler	F. B. O.			Tip Toes	D. Gish-W. Rogers	Paramount		
Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.			Toilers of the Sea	Special Cast	M-G-M		
Rise and Fall of Jesse James	J. S. Woody	F. B. O.			Tongo	Special Cast	M-G-M		
Roaring Crowd, The		F. B. O.			Tongues of Scandal		Sterling Pict.		
Rogue's Riches	Special Cast	Astor Dist.			Top of the World, The		Tiffany		
Romance	Ramon Novarro	M-G-M			Tornado Jones	Wally Wales	Assoc. Exhib.		
Romance a la Carte	Richard Dix	Paramount			Tornado Terry	George O'Hara	F. B. O.		
Romantic Age, The		Columbia Pictures			Tracked by the Police	Rin-Tin-Tin	Warner Bros.		
Ropin' Venus, The	Josee Sedgwick	Universai			Trailing Shadows	Edmond Lowe	Fox Film		
Rose-Marie		M-G-M			Trail of '98	K. Dane-P. Starke	M-G-M		
Rose of the Bowery		American Cinema			Trapped	Elinor Fair	Sierra Pictures	5000 feet	
Rose of the Tenements	Shirley Mason	F. B. O.			Trip to Tilsit, A	G. O'Brien-Livingston	Fox		
Royal Romance	G. O'Brien-McDonald	Fox			True Blood	Fred Humes	Universal		
Rubber Tires		Prod. Dist. Corp.			Turkish Delight		Prod. Dist. Corp.		
Rust	Special Cast	M-G-M			Twelve Miles Out	John Gilbert	M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures			Two-Gun McC y	Bob Custer	F. B. O.		
Savage in Silks, A	Laura La Plante	Universal			Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.		
Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21	Uncle Tom's Cabin	Special Cast	Universal		
See If I Care	Alberta Vaughn	F. B. O.			Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Self Defense	Aileen Percy	Arrow Film Corp.			Up and at 'Em	Dick Talmadge	Universal		
Sensation Seekers, The	B. Dove-H. Gordon	Universal			Upstream	Dolores Del Rio	Fox		
Separate Rooms	Special Cast	Fox			Vagabond Lover, The	John Barrymore	United Artists		
September Love		First National			Vagabond Prince, The	Colman-Banky	United Artists		
Seventh Heaven	Special Cast	Fox			Valencia	Mae Murray	M-G-M		
Seward's Folly	Special Cast	M-G-M			Valley of Hell, The	Francis McDonald	M-G-M		
Shadow Lane		M-G-M			Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Shadow of the Mosque	Stewart Rome	Usa	5750 feet	Dec. 26	Vanity	Leatrice Joy	Prod. Dist. Corp.		
Shamrock and the Rose		Chadwick			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Sheik of Hollywood, The	Ben Lyon	First National			Virgin Flame, The		M-G-M		
Shenandoah		Famous Attractions			Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
She's My Baby		Ginsberg-Kann			Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
Shock Absorber, The		First National			Wandering Girls		Columbia Pictures		
Shopworn		Famous Attraction.			Wanted—A Coward	Special Cast	Sterling Pict.		
Show Business	Mae Murray	M-G-M			War of the Worlds		Paramount		
Show World, The	B. Dove-F. Bushman	Universal			Way of an Eagle, The	Special Cast	M-G-M		
Sidewalks of New York, The		Columbia Pictures			Way Things Happen	Madge Bellamy	Fox		
Silent Avenger, The		Lumas			Wedding March, The	von Stroheim	Paramount		
Silent Panther, The	Francis McDonald	M-G-M			Wedlock	Lowe-Perry-Livingston	Fox		
Silent Rider, The	Hoot Gibson	Universal			West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
Silk	Goudal-Schildkraut	Prod. Dist. Corp.			Whar Every Girl Should Know	Patsy Ruth Miller	Warner Bros.		
Silken Lady, The	Hulette-Hamilton	Arrow			What Happened to Father	Sydney-Gordon	Warner Bros.		
Silk Hat Cowboy, The	Tom Mix	Fox			What Price Glory?	Special Cast	Fox		
Silver Lanterns	Special Cast	Arrow			What Will People Say?		M-G-M		
Simple Sis	Louise Fazenda	Warner Bros.			Wheel of Life, The	Florence Vidor	Paramount		
Sinews of Steel		Lumas			When Danger Calls	Wm. Fairbanks	Lumas		
Sinners of Paradise		First National			When We Were Twenty-One	Special Cast	M-G-M		
Sky High	Al Wilson	Assoc. Exhib.			While London Sleeps	Rin-Tin-Tin	Warner Bros.		
Sky Peril, The	Al Wilson	Assoc. Exhib.			Whispering Wires	A. Stewart-E. Burns	Fox		
Sky's the Limit, The	Richard Talmadge	Universal			White Chief, The	Monte Blue	Warner Bros.		
Slide, Kelly, Slide	William Haines	M-G-M			White Eagle, The	Buck Jones	Fox		
Smith of Cornell	George Walsh	Chadwick			White Flannels	Special Cast	Warner Bros.		
Snowbound		Tiffany			White Gold	Jetta Goudal	Prod. Dist. Corp.		
Song of Two Humans, A		Fox			White Heat	Special Cast	M-G-M		
Sorrows of Satan	Adolphe Menjou	Paramount			Whose Baby	Alberta Vaughn	F. B. O.		
Spangles	P. O'Malley-M. Nixon	Universal			Wife, The	Special Cast	M-G-M		
Span of Life, The	Lon Chaney	M-G-M			Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib.		
Speed Boy, The	Dick Talmadge	Universal			Wild Geese		Tiffany		
Speedy Eddy	Devore-Horton	Assoc. Exhib.			Wind, The	Lillian Gish	M-G-M		
Speedy Spurs	Buffalo Bill, Jr.	Artclass	5 reels		Wings	C. Bow-C. Farrell	Paramount	12 reels	
Splitting the Breeze	Tom Tyler	F. B. O.			Wings of the Storm	R. Howes-V. Faire	Fox		
Sport of Kings, The		First National			Winner, The	Charles Ray	Chadwick		
Squared Ring, The		Tiffany			Winning Oar, The	George Walsh		5 reels	
Stark Love	Special Cast	Paramount			Without Orders		Artclass		
Stolen Pleasures		Columbia Pictures			Wives at Auction	Special Cast	Astor Dist.		
Story of Mother Machree	Belle Bennett	Fox			Wolves of the Air		Ginsberg-Kann		
Strange Bedfellows		M-G-M			Woman's Battalion of Death		United Artists		
Stronger Than Steel		American Cinema			The	Gloria Swanson			
Studies in Wives		Famous Attractions			Woman's Heart, A	E. Bennett-Whitman-Earle	Ginsberg-Kann		
Such a Little Pip	Alberta Vaughn	F. B. O.			Woman Who Did Not Care		Gotham		
Summer Bachelors	M. Moore-Bellamy	Fox			Women and Wives		M-G-M		
Sunshine of Paradise Alley		Chadwick			Women Love Diamonds		M-G-M		
Surf Man, The		M-G-M			World's Illusion, The		M-G-M		
Tale of a Vanishing People		Tiffany	6500 feet		Worst Woman, The		Famous Attractions		
Tangled Herds	Buddy Roosevelt	Artclass	5 reels		Wreck, The		Columbia Pictures		
Tardy Tolliver	Hale-King	Assoc. Exhib.			Wyoming Whiz, The	Tom Tyler	F. B. O.		
Tarzan and the Golden Lion		F. B. O.			Wrong Mr. Wright, The	Jean Hersholt	Universal		
Tavern Knight, The	John Barrymore	Warner Bros.			Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Tell It to the Marines	Chaney-Haines	M-G-M			Yoke, The	Special Cast	Warner Brothers		
Tempest, The		Tiffany			Young April	Special Cast	Prod. Dist. Corp.		
Temptations of a Salesgirl	Betty Compson	M. P. Guild			Your Brother and Mine		American Cinema		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9	You Too	Special Cast	M-G-M		
Their Second Honeymoon	Special Cast	M-G-M							

## Newspaper Opinions on New Pictures

### "The Marriage Clause"—Universal, Forum, Los Angeles

*Examiner:* "The Marriage Clause" builds and builds until it reaches a tremendous climax. The production is well executed. The titles are above average and the splendid photography and direction are deserving of the warmest praise. The picture achieves a real degree of excellence."

*Times:* "Those who attended the premiere carried away a vivid impression of Miss Weber's genius. The picture was given commendable treatment."

*Express:* "Miss Weber hits the bull's-eye in her latest release. It has one of the strongest finales ever seen in a picture. It is a great drama."

*Record:* "Lois Weber, the only feminine director, does remarkable work. The little bits of life are reproduced with a deft directorial hand."

*Times:* "The characters are well drawn and the situations are quite pat. Miss Weber has been unusually successful."

*Herald:* "The picture is not only interestingly delineated but gives that added touch of which Miss Weber made herself famous."

### "The Bells"—Chadwick, Newark, N.J.

*Newark Call:* "This department recommends without reserve the photoplay program being presented at the Fox Terminal Theatre. Lionel Barrymore is featured in 'The Bells,' the screen version of the Erckmann-Chatrian stage play, in which Sir Henry Irving made such a success while portraying the role of Mathias. It is a difficult characterization, this etching of the complex Mathias. It is a role that carries with it the temptation to over-act. Barrymore behaves with admirable restraint. Parry-

more receives excellent support from Caroline Frances Cooke, Gustave von Seyfertitz, Lorimer Johnston, Lola Todd, Edward Phillips, Otto Lederer, Boris Karloff, Laura Lavarine and Fred Warren."

*Newark Star:* "Lionel Barrymore is on the bill at the Terminal this week, and that is justification for any performance. Barrymore does a commendable job, and one that adds another success to his long list of histrionic achievements. He is assisted by a splendid cast—Otto Lederer, Gustav von Seyfertitz, Lola Todd, Boris Karloff and Laura Lavarine."



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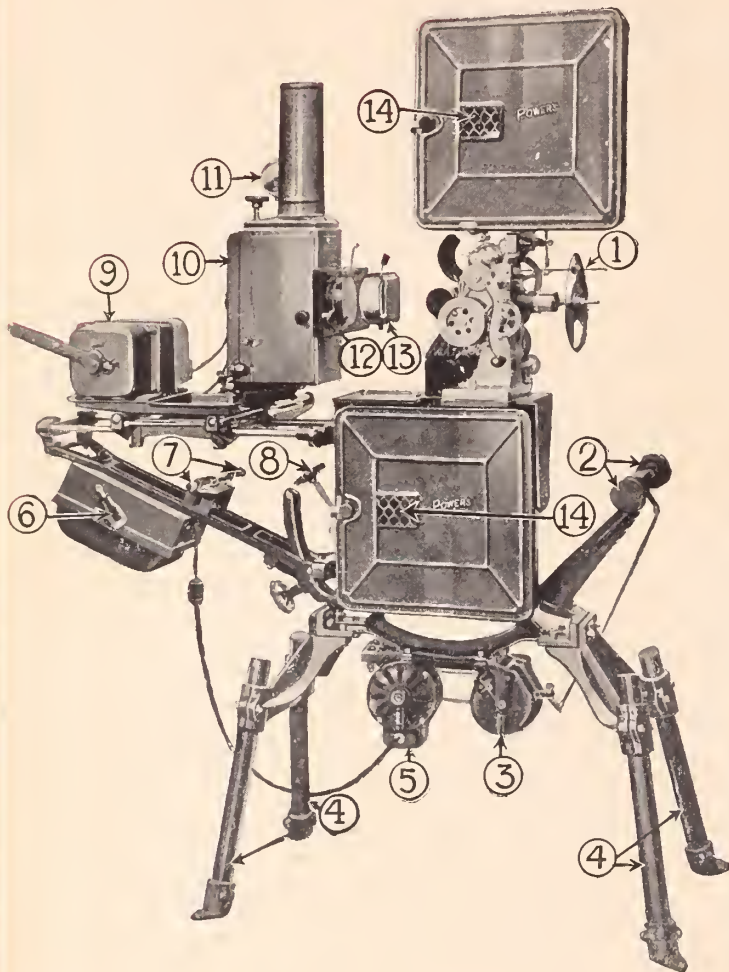
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**INTERNATIONAL PROJECTOR CORPORATION**  
**90 Gold Street**                      **New York, N. Y.**





September 25, 1926

# Motion Picture News

Reg. U. S. Patent Office



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# A Sound, Logical Medium

**T**WICE a year we publish a supplement to MOTION PICTURE NEWS called THE BOOKING GUIDE.

It's high time New York awakened to the importance of this little book. There's no scandal in it for New York consumption; no trade controversies, politics, etc., BUT——

Out in the field, from the uttermost fringe of houses right up to the first-run, big city house, the theatre manager is waiting for it. If he doesn't get it we hear from him; if he loses his copy we are quickly called upon for another.

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*THE BOOKING GUIDE is one of the best pieces of service we have ever given the exhibitor. 1200 letters last year say so*

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"With all your scramble for the several thousand accounts, all your feverish competition over them, all your sales expenditures for them I would certainly advertise freely in this theatre standby.

"I'd list all salable product, tell about its performance, supplement in every way possible the service which THE BOOKING GUIDE itself gives on the picture.

"Here's sound, logical advertising in a sound, logical medium."

N. B. Due to the requests from so many exhibitors we have gone back, with this forthcoming issue—out in October—to the old, small and handy pocket size of THE BOOKING GUIDE.

*Wm A Johnston*





# A BOOKING GUIDE to the BIGGEST MONEYMAKERS of 1926-7

PRODUCTION	BOX OFFICE HIGHLIGHTS	DATES BOOKED
ALOMA OF THE SOUTH SEAS	GILDA GRAY in Maurice Tourneur Prod. With Percy Marmont, Warner Baxter, Julianne Johnston, Wm. Powell. South Sea love drama	
PADLOCKED	Allan Dwan Prod. of Rex Beach Cosmopolitan Magazine story. With Lois Moran, Louise Dresser, Noah Beery.	
FINE MANNERS	GLORIA SWANSON in same type of picture as "Manhandled." Supported by Eugene O'Brien. Directed by Richard Rosson.	
THE SHOW-OFF	Broadway stage hit. Malcom St. Clair Prod. With Ford Sterling, Lois Wilson, Louise Brooks, Gregory Kelly.	
FASCINATING YOUTH	Sam Wood Prod. With Junior Stars of 1926. By Byron Morgan. Exploitation smash:	
MANTRAP	Victor Fleming Prod. of Sinclair Lewis' Collier's Weekly serial and best-selling novel. With Ernest Torrence, Clara Bow, Percy Marmont.	
TIN GODS	THOMAS MEIGHAN special. With Renee Adoree, Aileen Pringle, all-star cast. Broadway stage success. Allan Dwan Prod.	
NELL GWYN	DOROTHY GISH in story of orange girl who vamped a King. British National Pictures, Ltd., Prod. Directed by Herbert Wilcox.	
VARIETY	Ran for 11 weeks at Rialto, N. Y., to average weekly business of over \$30,000. With Emil Jannings and Lay de Putti. Ufa Prod. The sensation of the season!	
DIPLOMACY	Marshall Neilan Prod. of famous play. With Blanche Sweet, Neil Hamilton, Arlette Marchal, Matt Moore, Gustav von Seyffertitz, Earl Williams.	
YOU NEVER KNOW WOMEN	FLORENCE VIDOR in American "Variety." With Lowell Sherman and Clive Brook. Directed by Wm. Wellman.	
HOLD THAT LION	DOUGLAS MacLEAN'S fastest, funniest comedy. Directed by Wm. Beaudine. Cast includes Walter Hiers, Constance Howard.	
FORLORN RIVER	Zane Grey Western with Jack Holt, Raymond Hatton, Arlette Marchal, Edmund Burns. Directed by John Waters.	
KID BOOTS	EDDIE CANTOR in Ziegfeld comedy hit. With Clara Bow, Billie Dove and Lawrence Gray. Frank Tuttle Prod.	
THE CAMPUS FLIRT	BEBE DANIELS in college comedy-drama. With James Hall, El Brendel, Chas. Paddock. Clarence Badger Prod.	
THE QUARTERBACK	RICHARD DIX in THE college football picture of the year. With Esther Ralston. Directed by Fred Newmeyer.	
THE GREAT GATSBY	Herbert Brenon Prod. of F. Scott Fitzgerald novel and Owen Davis play. With Warner Baxter, Lois Wilson, Neil Hamilton, Georgia Hale.	
YOU'D BE SURPRISED	RAYMOND GRIFFITH in merry, mystery-comedy. With Dorothy Sebastian and Earle Williams. Directed by Arthur Rosson.	
SO'S YOUR OLD MAN	W. C. FIELDS with Alice Joyce and Charles Rogers. Gregory La Cava Prod. From Julian Street's prize-winning story.	

(Continued on page following)





# A BOOKING GUIDE TO THE BIGGEST MONEY MAKERS of 1926-7



(Continued)

PRODUCTION	BOX OFFICE HIGHLIGHTS	DATES BOOKED
EAGLE OF THE SEA	Big Frank Lloyd sea special with Florence Vidor and Ricardo Cortez. From novel, "Captain Sazarac" by Charles Tenney Jackson.	
LADY OF THE HAREM	Ravishing beauty-love special. Ernest Torrence, Greta Nissen, Wm. Collier, Jr., Louise Fazenda. Raoul Walsh Prod.	
THE ACE OF CADS	ADOLPHE MENJOU in Michael Arlen story. With Alice Joyce and Norman Trevor. Directed by Luther Reed.	
THE CAT'S PAJAMAS	Love-comedy starring Betty Bronson and Ricardo Cortez. With Arlette Marchal and Theodore Roberts. Story by Ernest Vajda. William Wellman Prod.	
WE'RE IN THE NAVY NOW	Wallace Beery and Raymond Hatton in the "Behind the Front" of the navy. Comedy cast includes Chester Conklin. Edw. Sutherland Prod.	
EVERYBODY'S ACTING	Marshall Neilan Prod. of Neilan's original story. With Betty Bronson, Ford Sterling, Louise Dresser, Lawrence Gray, Henry Walthal, Raymond Hitchcock	
LET IT RAIN*	Snappy MacLean comedy. Director to be announced later.	
THE CANADIAN	THOMAS MEIGHAN. From play by W. Somerset Maugham, author of "Rain." Directed by William Beaudine.	
THE POPULAR SIN	FLORENCE VIDOR in Malco'm St. Clair Prod. With Clive Brook, Phillip Strange, Greta Nissen. Story by Monta Bell. Luxurious comedy.	
STRANDED IN PARIS	BEBE DANIELS as a New York girl stranded among the frisky French. Directed by Arthur Rosson.	
LOVE 'EM AND LEAVE 'EM	Comedy hit of stage. With Lois Wilson, Louise Brooks, Lawrence Gray, Ford Sterling. Frank Tuttle Prod.	
PARADISE FOR TWO	RICHARD DIX in comedy produced by Gregory La Cava, director of "Let's Get Married" and "Womanhandled."	
BE YOURSELF*	RAYMOND GRIFFITH in great comedy produced by James Cruze.	
MAN OF THE FOREST	Zane Grey special. With Jack Holt and Margaret Morris. Directed by John Waters.	
WILD MAN OF BORNEO*	Starring W. C. FIELDS. Cast and director to be announced.	
THE HEAD WAITER*	ADOLPHE MENJOU starring in sophisticated love-comedy along the lines of "Grand Duchess and the Waiter."	

## EXTRA SPECIAL LONG RUN ATTRACTION

### HAROLD LLOYD

Second LLOYD SPECIAL. Harold as a mountain lad 'mid a mountain of laughs. With Jobyna Ralston. Directed by Ted Wilde and Lewis Milestone. Produced by Harold Lloyd Corp.



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Monte Blue, in a virile story of the jungle. Story by W. Douglas Newton. Directed by Herman Raymaker.

#### MY OFFICIAL WIFE

With Irene Rich, Conway Tearle and Stuart Holmes. Famous story by A. C. Gunter. Directed by Paul L. Stein, noted European director.

#### THE COLLEGE WIDOW

Featuring Dolores Costello, the screen find of a generation! Adapted from George Ade's well known stage success.

#### HILLS OF KENTUCKY

With Rin-Tin-Tin, "the wonder dog of the screen." Directed by Herman Raymaker. Better than "The Night Cry."

#### MAMMA KISS PAPA

With George Sidney, Louise Fazenda, Vera

Gordon, Nat Carr and Helene Costello. Story by E. Phillips Oppenheim. Directed by Herman Raymaker. A billion dollars worth of fun.

#### WHAT HAPPENED TO FATHER

With Patsy Ruth Miller. Story by Mary Roberts Rinehart. Directed by Lewis Milestone. Glorifying "Dear Old Dad."

#### IRISH HEARTS

With Dolores Costello, "the girl of your dreams." By Walter Morosco. A haunting romance of modern Ireland.

#### THE CLIMBERS

With Irene Rich. Adapted from the stage play by Clyde Fitch. Directed by Paul L. Stein. A powerful drama of the upper ranks of society.

#### WOLF'S CLOTHING

An intriguing story, by Arthur Somers Roche. Stars, Monte Blue, Patsy Ruth Miller. Mr.

Roche needs no introduction to the American public.

#### BITTER APPLES

With Monte Blue. Story by Harold MacGrath. Directed by James Flood. Colorful drama that shifts from New York to the tropics.

#### DEARIE

With Louise Fazenda, the screen's funniest character actress. Story by Carolyn Wells. Laughs and Thrills.

#### WHAT EVERY GIRL SHOULD KNOW

An all-star cast. Story by James Wagner. Directed by James Flood. The age of jazz receives a jolt.

#### ACROSS THE PACIFIC

With Monte Blue as star. Adapted from Charles E. Blaney's melodramatic sensation. One of the year's biggest! Directed by Roy Del Ruth.

---



# BITOR YEAR

**1926-27 IS AN EXHIBITOR YEAR!** The exhibitor who plays 26 WARNER WINNERS during the coming year is in line for an avalanche of profits—that's a promise!

**BECAUSE WARNER BROS. ARE ABOUT TO DELIVER TO YOU THE GREATEST GROUP OF HIGH POWERED PROFIT PICTURES THAT THIS INDUSURY HAS EVER SEEN!**

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Romance, melodrama, comedy—one after another, big box office hits that will pound home the fact that 1926-27 is **AN EXHIBITOR YEAR** with 26 **WARNER WINNERS!**

If you have your dates on these 26 great pictures, you're sitting pretty. If you haven't—book them now—get your dates set now! Be ready for your share of profits when these pictures are released!

## RS for 1926-27

## Every Picture a Special in Quality

### DON'T TELL THE WIFE

With Irene Rich. Directed by Roy Del Ruth. Modern domestic drama. Story by E. T. Lowe, Jr.

### WHILE LONDON SLEEPS

Rin-Tin-Tin, the king of canines, and Helene Costello in a sensational story of the Limehouse district of London. Story by Walter Morosco. A wow!

### MATINEE LADIES

An all-star cast. Directed by Roy Del Ruth. A social drama of butterfly women and tea-time male vampires.

### THE GAY OLD BIRD

With Louise Fazenda. Story by Virginia Dare. Directed by Herman Raymaker. A demure damsel becomes a daring devil away from home.

### THE HEART OF MARYLAND

With Dolores Costello, the idol of the screen.

From the play of David Belasco. A story of Southern chivalry, with a thrill in every foot.

### WHITE FLANNELS

From the Saturday Eve. Post story by Lucian Carey. Directed by William Beaudine. The great tennis and outdoor picture—fashionable country clubs—show places of the Riviera.

### THE BLACK DIAMOND EXPRESS

With Monte Blue. Story by Darryl Francis Zanuck. Directed by Herman Raymaker. A reckless, daring tale of railroading and adventure.

### A MYSTERY DRAMA

The second (untitled) story by Arthur Somers Roche. A prominent star will be featured with one of the industry's leading directors.

### THE THIRD DEGREE

With Dolores Costello. From the stage play by Charles Klein that startled New York.

### A MILLION BID

With Dolores Costello, the screen public's latest favorite. Story by George Cameron. A beautiful girl is placed on the matrimonial auction block.

### PRIVATE IZZY MURPHY

With George Jessel, a sure-fire boxoffice comedy drama. Directed by Lloyd Bacon. Story of a Jewish rookie assigned to an Irish regi-

### TRACKED BY THE POLICE

With Rin-Tin-Tin, the dog star superb. Story by Gregory Rogers. Directed by Herman Raymaker. Rinty in an amazing detective role.

### SIMPLE SIS

(Temporary Title). With Louise Fazenda. Story by Darryl Francis Zanuck. Directed by Lewis Milestone. A comedy tomboy-in-calico role played as only Louise can play it.



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Hayden Stevenson

# Collegians



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*Rudolph* **VALENTINO**

*and Carmel* **MYERS** *in*

**"ALL NIGHT"**

Story by Edgar Franklin  
Directed by Paul Powell

*Mae* **MURRAY**  
*Rudolph* **VALENTINO** *in*

**"DELICIOUS LITTLE DEVIL"**

Directed by Robert Z. Leonard

*"Outside the Law" told*  
**IVERSAL** *says it!*





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## 3 BAD MEN

a huge winner as reported  
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Three Bad Men premier opened tonight to capacity audience. Proclaimed the biggest, most astounding picture of the year. Most critical audience of Los Angeles, including press were very enthusiastic and marvelled at its magnitude. Positively greatest opening in history of California premiers. Three Bad Men characters portrayed excellently. William Fox is to be congratulated for this most triumphant production.

Fred A. Miller  
Figueroa Theatre.  
Los Angeles, Calif.

We were right. The extraordinary opening accorded Three Bad Men yesterday displayed the confidence of the public in our advance statements. After the throngs saw it the consensus of opinion was that it would require vastly more than a page of newspaper comment to properly describe the value of this winner. Some of our patrons declared that the dictionary meanings of all the superlatives could be truthfully applied to your production.

Eddie Diamond  
Pantages Theater  
Salt Lake City, Utah.

Three Bad Men opened at Majestic yesterday. I am of opinion that Three Bad Men is equal if not greater than The Iron Horse. Audience enthusiastic in praise of picture. Their comments one hundred per cent. Stood them in line all day yesterday and all day again today. Newspaper critics gave picture wonderful reviews. I predict longer run and bigger business on Three Bad Men than we did on Iron Horse.

J. J. Parker  
Majestic Theater  
Portland, Ore.

*We told you so - - -*

**FOX HAS THE PROFIT PICTURES!**

*Coming! The McClure's Magazine Story*

### SUMMER BACHELORS

By WARNER FABIAN, Author of "FLAMING YOUTH"

with

MADGE BELLAMY

MATT MOORE

ALLAN FORREST

HALE HAMILTON

OLIVE TELL

WALTER CATLETT

CHARLES WINNINGER

An ALLAN DWAN PRODUCTION



# **SMAAS**

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**His Popularity with Terrific Sledge-Hammer Blows!**

**Pounding Old Box-Office Records to a Quivering Pulp! Rear-**  
**ing in Cold Cash an Everlasting Monument to His Genius!**

*JOSEPH P. KENNEDY*  
*presents*

# **Red Grange**

*in*

## **ONE MINUTE TO PLAY**

(By arrangement with C. C. Pyle and W. E. Shallenberger)

**Wallops Broadway**  
**for Amazing Gross of \$39,428**  
**First Week at Colony!**

**More than 100,000 Persons Pay Admission**

**A Riot, Million Dollar, Los Angeles!**  
**Upheaval, St. Francis,**  
**San Francisco!**



Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President



HH!

Held over 3rd Colossal Week  
Colony Theatre, New York!

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A  
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Production

Story by  
**BYRON MORGAN**





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*presents*

# RUDOLPH VALENTINO

*in*

## "THE SON OF THE SHEIK"

*A sequel to "The Sheik"*

*with*

**VILMA BANKY**

*from the novel by E.M. HULL*

*Adapted to the screen  
by Frances Marion*

*a* **GEORGE FITZMAURICE**  
*Production*



### Box-Office Sensation Breaks More Records

#### TORONTO

Telegram:

"Most Phenomenal Business in History of House Necessitates Holding Son of the Sheik for Second Week Stop Despite Heavy Rain Tonight Crowd Two and Three Deep Stood in Line for Two Blocks and Even Then Hundreds Unable to Gain Admittance Extra Police Assistance Required at Every Performance."

—Tom Daley Tivoli Theatre

#### PHILADELPHIA

"Palace Theatre Which Has Never Run a Picture More Than Two Weeks Holds The Son of The Sheik for Fourth Week."

#### WASHINGTON, D. C.

"The Son of the Sheik Opened Columbia Theatre Very Big Stop Lobby Jammed From the Time the House Opened Until Closing Time."

Los Angeles, New York, San Francisco, Providence, Minneapolis, Buffalo, Asheville, N. C., Seattle, Portland, Ore., Chicago, Columbus, O., Newark, Spokane, Atlantic City, Brooklyn, Charlotte, N. C., and others have learned about money-making from "The Son of the Sheik."

UNITED ARTISTS PICTURE





## 30,000 Press Agents

"This incomparable picture has 30,000 Voluntary Press Agents in Denver Today as a result of that many having viewed it last week.

Never in the History of the Victory Theatre Have So Many Messages Been Delivered to the Management and Attendants, Directly from the Patrons, Without Solicitation."

—Denver Post

"Stella Dallas" has created MILLIONS of VOLUNTARY PRESS AGENTS ALL OVER THE WORLD. It is one of the greatest builders of Word-of-Mouth advertising that has ever been produced, and that means BIG BUSINESS.

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United Artists Corporation

Samuel Goldwyn  
*presents*  
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**"STELLA DALLAS"**

From the famous novel by  
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CITY EDITION  
Early Wall Street Prices

The Sun

America's Authority in

VOL. XCIII.—NO. 297.—DAILY

NEW YORK THURSDAY, AUGUST 19, 1926.

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Entered as second class matter, Post Office, New York, N. Y.

DEMPSEY FIGHT  
GOES TO SESQUI  
IN PHILADELPHIA

Bout With Tunney Will Be  
Held in Stadium There  
on September 23.

CHAMPION CHALLENGES WILLS

Puts \$150,000 as Side Bet for  
Negro to Cover for Bout, the  
Winner to Take All.

New Yorkers Channel Crash

MURDER SUSPECT

BEGINS THE BATTLE

# Pathé Serial

The Morning  
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NEW YORK

Hank's a Genius  
MARQUIS DE LA FALAISE DE  
LA COUDRAYE—What! You  
didn't know he's Hank? He's  
Gloria Swanson. Call him that.  
Or a Genius?—Gloria Says So.

New York Loses Big Fistic Bal-  
le to Quaker City, Sept. 23—  
Rickard Guarantees \$50,000.

SIGN PAPERS AT GARD

The



American  
AMERICA FIRST  
NEWSPAPER

3,789—DAILY

Dempsey-Tunney Bout  
In Philadelphia, Sept. 23

41 OFFICIALS VANISH  
IN CHICAGO POLL QUIZ

Treaties  
Pacts  
Prog-

Jack and Gene Will Box Ten  
Rounds to Decision—  
Champion Defies Wills

After months of bickering  
squabbling over the question of box-  
ing a battle for the world's heavy-  
weight championship in New York  
will be fought on Sept. 23, 1926.

PHILADELPHIA GETS  
DEMPSEY FIGHT  
Sets Time of Tr

World Will Eat  
Food from Sun.

KELLOGG RAPS  
TUNNEY BOUT  
SHIFTED TO

PHILADELPHIA GETS  
DEMPSEY FIGHT  
Sets Time of Tr

DAILY  
NEW YORK  
Vol. 8, No. 47, 36 Pages.  
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DAILY  
NEW YORK  
Vol. 8, No. 47, 36 Pages.  
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DAILY  
NEW YORK  
Vol. 8, No. 47, 36 Pages.  
\*\*\*

## A Big Front Page Story Daily

# GENE T The Fighting

## A Big Attraction, for

Directed by SPENCER BENNET

DEMPSEY CHALLENGES WILLS; PHILADELPHIA GETS  
New York Telegram

Champion Will Meet Tunney in  
Sesquiennial Stadium  
Sept. 23.

FIRST 10, 1926.



Patricials, Turf, Sports and Finance  
**ing Telegraph**

ROLL APPEALS  
NE BATH CASE  
THURSDAY, AUGUST 19, 1926.

**NEWS**  
THE LARGEST CIRCULATION IN AMERICA  
2 CENTS  
**TUNNEY TO PHILLY**  
Story on

THE WEATHER  
To-day: Showers, little change in temperature; fresh east winds  
To-morrow: Probably showery  
Detailed weather report on Page 16

**Herald**

NEW YORK

**Tri**

Vol. LXXXVI No. 29,131  
**Dempsey to Fight Tunney Sept. 23 At Philadelphia**

**Kellogg Urges Arms Cut to Insure Peace**

**Taxicab Driver Finds \$1,700 To Police, 'Not W'**

THURSDAY, AUGUST 19, 1926

# After Day Everywhere **TUNNEY** in ing Marine 10 weeks Everywhere

Written by **FRANK LEON SMITH**

News Summary

Denounces License Board and Says He Will Never Enter 'Ring Here Again.  
WANTED TO BATTLE WILLS

**CHAMPION POSTS \$150,000 FOR BOUT WITH DUSKY RIVAL; WON'T FIGHT IN NEW YORK**

**TUNNEY BOUT** **ELPHIA GETS DEMPSEY FIGHT**

**The New York Times**



**Evening World**

HOME EDITION  
School News

THREE CENTS

**DEMPSEY TITLE BOUT SUDDENLY SHIFTED**

**Gems Found in Lake Lucerne Provide Ownership Problem**

**CHANNEL PLANE FALL**

**BRITISH FOG**

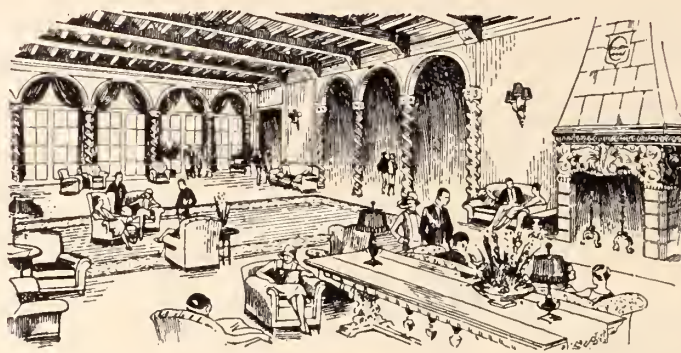
**Hurt Channel British Fog**

**DOCTORS REPORT VALENTINO IS OUT OF DANGER**

**BOUT SET FOR SEPT. 23; \$2,000,000 GATE LIKELY; JACK CHALLENGES WILLS**

— give Rickard, Abandoning





# The Sea Breeze Beach Club

*Is offered*

*As the Ideal Private Beach Retreat*

THE Sea Breeze Beach Club is in no sense a hotel. It is a club—a Mecca for those who seek in cultural environments the joy of refined companionship and the healthful recreation of the seaside. Luxurious in every detail and satisfying in the completeness and variety of its appointments, the Sea Breeze Beach Club offers the maximum in those very worthwhile things for which better clubs stand.

## *Partial List of Motion Picture People Membership Already Enrolled*

Sidney Chaplin  
Carter De Haven  
William E. Greenwood  
Benny Zeidman  
Jos. Mitchell  
Tod Browning  
Hobart Henley  
Lew Cody  
Reginald Barker  
Lou Anger  
Pat Dowling  
Lillian Gish  
Tom Sarsfield Gallery

Harry Brand  
Dave Thompson  
Mrs. Clarence Brown  
Antonio Moreno  
Irving S. Cobb  
Ernest Laemmle  
Zazu Pitts  
Snitz Edwards  
Chuck Reisner  
Claire Windsor  
Millard K. Wilson  
Alfred Cohn

Reve E. Houck  
Earle Rodney  
Kathleen Clifford  
Jesse L. Lasky  
Darrell F. Zanuck  
Harry Langdon  
Lionel Barrymore  
Waldemar Young  
Wm. Haines  
Jerry Mayer  
Gertrude Olmstead  
Bobby Vernon

Priscilla Dean  
Arnold Gray  
Roseoe Arbuckle  
Jess Robbins  
Ben Piazza  
Merrill Pye  
H. Raymaker  
Joan Meredith  
Wm. Nigh  
Russell Simpson  
Robt. Z. Leonard  
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in

"HUMAN PLAYTHINGS"

"LOVE IN A COTTAGE"

"TEMPTATIONS OF A  
SALESGIRL"

"MISS MANHATTAN"



## **Pauline Garon**

and other Stars

in

"EAGER LIPS"

"DRIVEN FROM HOME"

"SUNSHINE OF  
PARADISE ALLEY"

"BAD LITTLE GOOD GIRL"

"LIFE OF AN ACTRESS"

"MERRY WIVES OF  
NEW YORK"

"SHAMROCK AND THE  
ROSE"

"LADIES OF EASE"

## **Edith Roberts**

in

"THE ROAD TO  
BROADWAY"

"THE DANCING GIRL"

"HER BOY FRIENDS"

"THE JAZZ GIRL"



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*featuring White Star*

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in Melodramatic, Thrill Speedramas

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**EXPORT & IMPORT FILM COMPANY, INC.**

729 SEVENTH AVENUE, NEW YORK

Cable Address: EXIMFILM—New York



# Never!

# Never in History!

## New Photoplays

Harry Langdon in "The Strong Man" at the Mark Strand

**H**ARRY LANGDON, the quaint little man who stepped competently from short comedies to long ones a few weeks ago, thereby reaching in one bound the pinnacle occupied by Chaplin, Keaton, Griffith and the rest, appears to have established himself comfortably in his perch, with furtive glances ever and anon at the difficult places higher up.

**N.Y. POST**

**N.Y. SUN**

At any rate, it is an excellent entertainment, brimful of golden laughter, and as for Harry Langdon—he is the greatest of the figures which have arisen of late in the movies. The Mark Strand is the movie house to be visited this week.

**DAILY MIRROR**

If you want to revel in an hour and 15 minutes of priceless merriment, don't miss "The Strong Man." Harry Langdon is divine. He could do a celluloid solo and be just as effective as he is surrounded by the excellent cast he has in his current offering.

The story is a gem and the "gags" knockouts. In his previous picture, "Tramp, Tramp, Tramp," Langdon scored in a sleepy drunk scene. In his current flicker, he scores in a heavy cold scene that will have you weeping with joy.

**N.Y. AMERICAN**

"Tramp, Tramp, Tramp" marched Harry Langdon into the front ranks of comedy. Even the organist remembered that as he sounded a few reminiscent bars for the first showing of "The Strong Man." This new picture, with its star just a bit more pitiful, more ridiculous, makes his place secure. Only a blind man could keep from laughing at Harry Langdon's birdlike gestures, and even he probably would chime in with the delighted audience about him.

Harry Langdon Corp.  
*presents*

# Harry Langdon

# The Strong Man

Directed by  
**Frank Capra**





**N.Y. WORLD**

lieve Langdon is well on the way to a position of importance in this scantily cultivated and certainly ever fertile field. But, here—I must not be a discoverer! In "The Strong Man" he is seen

**N.Y. JOURNAL**

**HARRY LANGDON.** Taking a firm stand, this department rises to go on record as saying that Harry Langdon is its favorite comedian. Langdon, with his saucer-like eyes, his sad shy smile and his whimsically pathetic expression of a perfect understanding of pantomime. As "The Strong Man" at the Mark Strand he's a riot.

**N.Y. TELEGRAPH**

"The Strong Man" is a cracking good comedy and should make many strong friends for the new comic that has been developed for First National. A strong comedy a strong star, with a cast in

**Persistence rewarded.**

THE STRONG MAN, with Harry Langdon, Priscilla Bonner, Gertrude Astor, William V. Mong, Robert McKim and Arthur Thalasso; directed by Frank Capra; overture, "Orpheus"; Joseph Plunkett's "Mark Strand Frolic," with John Quinlan, the ballet corps, Mlle. Klemova and M. Daks; male quartet, Eddie Allen, "The Six English Tivoli Girls" and others; "Around the World in Ten Minutes," a Fox short subject. At the Mark Strand.

Harry Langdon's latest comedy, "The Strong Man," leaps from gag to gag, always giving the protagonist ample opportunity to show his talent as a screen farceur. These interludes of fun, which are like short sketches, have precious little bearing on a coherent narrative. Nevertheless they serve their purpose in stirring up gales of laughter, the audiences being immensely tickled

**N.Y. TIMES**

**DAILY NEWS**

# "STRONG MAN" SO FUNNY FAULTS CAN'T BE FOUND

By ROSCOE MCGOWEN.  
"The Strong Man," a First National picture, directed by Frank Capra and presented at the Mark Strand theatre.

THE CAST:  
Paul Bergot..... Harry Langdon  
Mary Brown..... Priscilla Bonner  
"Gold Tooth"..... Gertrude Astor  
Parson Brown..... William V. Mong  
Roy McDevitt..... Robert McKim  
Zandow the Great..... Arthur Thalasso

Dictionaries are incomplete. They won't be complete until Langdon leads the list of synonyms for laughter. My enthusiasm for this little moon-faced comedian is unbounded. If there is any fault to be found with "The Strong Man" somebody else will have to find it. While watching the picture I couldn't see its faults for laughing. And the picture will be a hit, no doubt of that. As I left the Mark Strand yesterday afternoon it was difficult to get through the crowds waiting to get in.

## WORDS of PRAISE

And not 1 word of criticism! Actually—every line in every review in every New York paper 100% WILDLY ENTHUSIASTIC! THE BOY IS IN!

A First National Picture



# LOVE

will make the  
WORLD go round  
to SEE





# Motion Picture News

Volume XXXIV

NEW YORK CITY, SEPTEMBER 25, 1926

No. 13

## *Actual Reciprocity*

J. D. WILLIAMS and his British National Pictures occupy the opening and editorial pages of all the British trade-papers received this week. All four papers seem to be of one mind over the controversy in the lay press between Mr. Williams and Sir Oswald Stoll, a prominent producer-distributor in Great Britain—that the latter's attitude may be summed up as "sour grapes."

And there can be scarcely two minds about it.

\* \* \*

The contract for American distribution made between J. D. Williams and Famous Players-Lasky reflects much credit upon the principals engaged, namely, Messrs. Williams, Zukor and Kent. In all the two years' discussion of British pictures and their market over here it is—to our mind—the one practical, hopeful, answer to what is a large and serious problem—to Great Britain, the United States and the film industry.

\* \* \*

J. D. Williams, with his characteristic vision, optimism, and courageous industry went to England and came back with a British picture that not only secured a niche in our distribution structure, but went forth and unquestionably pleased the American public. He then built up-to-date studios, laid out further product along lines which will appeal to most any showman and on his next trip over here made a contract for the marketing of three more through Famous Players.

Thus, it would seem to any observer, the clouds of misunderstanding that have always enveloped the British-American film situation are parted by an actual and practical business accomplishment; and we can now see some sunshine on that which every far-seeing film man wants, and that is satisfactory reciprocal relations between producing Europe and producing America, so that we will have films of international scope.

I repeat that Messrs. Williams, Zukor and Kent deserve great credit and the sincere thanks of the international industry.

\* \* \*

Any question as to whether British pictures are truly British because people from this country are helping make them strikes us as just picayunish. If there is any virtue in such narrowness then a lot of all American pictures is truly foreign. Hollywood today is about as truly cosmopolitan a production centre as exists in the broad world of manufacture.

\* \* \*

Certainly we will never get international films, nor an international film industry, nor get very far at all, if we are going to put ahead of the quality of the film the matter of simon-pure provincialism.

*W. A. Johnston*



# MOTION PICTURE NEWS

SEPT. 25  
1926

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No. 13

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California

## Speaking Editorially

ONE of the most important statements ever made by a representative of the press with regard to the motion picture industry was recently delivered by Jackson E. Elliott, assistant general manager of the Associated Press, at a convention in Buffalo.

This is what he said:

"The motion picture industry has furnished excellent examples of good and bad press agenting. Until a few years ago, every unusual yarn, no matter how logical, was likely to arouse the editor's suspicion. He had been fooled more than once by enterprising press agents. Stories he had accepted with zest and cleverly boxed as first page features too often were followed with moving picture advertising, proving he had been hoaxed by a movie stunt. The Associated Press was victimized, too, and every time this happened it jarred our vaunted accuracy.

\* \* \*

"NEVERTHELESS," Mr. Elliott continued, "the Associated Press felt that it should have news from the motion picture industry just as it has had news concerning the legitimate stage. It was not happy that it had to ignore the silent drama because it had been victimized by untrustworthy press agents.

"Accordingly, we conferred with Will Hays, czar of moviedom, and explained to him that we would be eager for constructive news of photofilm enterprises if the Associated Press were not again made the victim of press agent fabrications.

"Thereupon, Hays did the best job of housecleaning we have ever known. He pledged all of the companies with which he is associated not to attempt any publicity fakes with us. Only once since then have we had cause to complain. We furnished him the facts in this particular case and the faker's employers kept faith with Mr. Hays, thus enabling him to make good with us.

"Moving picture activities now rank high as news."

\* \* \*

MR. ELLIOTT'S statement is important in many ways. It is an official pronouncement by the Associated Press, great news-gathering organization, that the door is wide open for real picture news. It reflects, of course, the tremendous public interest in the screen, its people and its activities. And it just as clearly lays down the law against press agent

faking, for which there is no excuse now or ever.

We are glad to see this public acknowledgment of the work done by Mr. Hays against publicity fakes—a most thorough job. Certainly, he has achieved a very constructive thing in making it possible for real film news to be welcomed for transmission along the great arteries of the A. P.

\* \* \*

MR. ELLIOTT, speaking as the trained newspaperman, declares that motion picture activities rank high as news. He knows, because the great organization he represents serves many types of papers, and serves them in splendid fashion. The young men in this industry, whose business it is to supply genuine news for public consumption, have a great responsibility and an equally great opportunity. The Associated Press has assigned one of its own staff to "cover" the industry in New York. We cannot urge too strongly that he be given every co-operation in the obtaining of real news—which the public unquestionably is glad, and will continue to be glad, to get.

\* \* \*

IN this connection we point out that MOTION PICTURE NEWS is printing a series of personality articles, written by a member of our staff, and designed for newspaper use. The first, on "Red" Grange, appeared last week. In this week's issue, the entry of Fielding H. Yost, famous Michigan football coach, into pictures, is covered.

This service, we confidently believe, will be of real use to exhibitors and newspapers.

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September 25, 1926 MOTION PICTURE NEWS Vol. XXXIV, No. 13

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# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston



J. D. Williams

**A**N American film executive writes me from Europe that there is much to the European film situation that isn't common knowledge over here. Which, undoubtedly, is true. A few men may know the underlying facts, but, in that case, they are keeping their knowledge to themselves.

And then comes a letter from one up to date and practical film man to another—a German buyer to an American seller. He refers to the market in Germany, Austria and Central Europe in general. This, in brief, is what he says:

The European public got considerably fed up with the ordinary run of American feature pictures. So they turned, naturally, to the home product. The German studios responded with a vim and are still at it. Pictures are being turned out so fast that studios—to quote literally—"are at the breaking point."

\* \* \*

**B**UT, apparently, this production regime has been one of quantity and certainly not of quality, for now the same public is fed up with its home product and has turned for relief back to American pictures.

Will America, now, grasp its opportunity? The writer asks the question and points a way.

\* \* \*

**H**E says, positively, that pictures of "liebe und schmerz" — meaning "love and sorrow"—are not wanted. He points to an American special of this pronounced type which has just been released in Europe and which has fallen rather flat; and then he refers to the tremendous vogue in Germany and Austria of "The Sea Beast," which he regards as an outstanding picture of rugged adventure and with love as a minor interest.

The European public, he asserts, want pictures in which *action* predominates—preferably rugged action. He catalogues such pictures in this way: Sea pictures, adventure, sensational, detective, and Wild West pictures. And in the list he puts the detective picture first in probable popularity.

**H**ERE'S something to think about—for, quite evidently, the American public is also keen right here for the adventure type of picture. We need only to refer to "The Covered Wagon," "The Sea Hawk," "The Lost World," "The Vanishing American," "The Iron Horse," "The Sea Beast," "The Pony Express," and several other pictures that hit the high points in the box-office check-up, not to mention "Beau Geste," which has started off so well.

In the opening of the New York legitimate season, Owen Davis' "The Donovan Affair," a mystery melodrama of so pronounced a type that it borders on the ludicrous, caught on with the click that indicates great public eagerness for this type of entertainment.

\* \* \*

**I**T would appear that the love-tragedy type of pictures, or the sex melodrama in general—if that term may be used—has been so greatly overdone that people have turned for relief to the action story—be it sea or land, detective or what not, in which the rugged, a mystery or action drama overshadows, even to a large degree, the love angle.

At any rate, it will be well to study the adventure type of picture and it might not be amiss to consider the detective type of story. The Wild West picture is, of course, always with us. Probably its continued strength is due to the fact that we have such an overabundance of the triangle picture.

\* \* \*

**T**HERE is, incidentally, a virtual epidemic of mystery comedies, or comedy thrillers, on Broadway, opened and in rehearsal. Probably we shall see a reflection of this on the screen within a year, since, as Joe Brandt points out, picture fashions follow stage changes pretty definitely. This will place Universal in an advantageous position with its "Cat and the Canary" coming along, right at the head of the procession.

\* \* \*

**M**ANAGERS up and down Broadway are beaming this week as ticket machines click busily and standees crowd the rear of houses. Last week, with two holidays, was exceptional but this week is running it a close second. Brilliant weather bit matinee business slightly this week, but practically every house along Broadway has been packing them in at night, showing

that summer is over and show business is booming.

"One Minute to Play" at the Colony continues to do exceptionally well, with no paper in the house and capacity at night. This week will not equal the remarkable record of last week, when nearly \$40,000 was taken in at this house with the "Red" Grange picture, but it will chalk up a more than satisfactory gross and a third week is definitely assured. Film Booking Offices has faced a definite handicap on Broadway in the past, owing to the attitude of the New York reviewers and the unfamiliarity of its stars to Broadwayites, but that handicap is rapidly being removed, and the fact that "One Minute to Play" can pile up such business in New York indicates that it has what makes box-offices happy.

\* \* \*

**A**T the Capitol, "Mare Nostrum" in its second week is selling standing room at night, with the free list virtually suspended. The second week of a picture at the Capitol is usually materially below the first week, owing to the large number of regular, weekly patrons which this house has and which do not attend a repeat bill, but "Mare Nostrum" is trailing close on the heels of last week's figures, when it did nearly fifty per cent. over the weekly house average of a little over fifty thousand.

Week after next, incidentally, will see "The Four Horsemen" brought back to the Capitol. This is the third time in the history of the house that a picture has played a return engagement, the other two being "The Birth of a Nation" and "Passion." "The Four Horsemen" should do phenomenal business.

\* \* \*

"Don Juan" and Vitaphone continue to do absolute sell-out business at Warners, which means close to \$30,000 on the week.

\* \* \*

"Diplomacy" opened big on Sunday at the Rivoli and was holding up well when this was written. Douglas MacLean in "Hold That Lion" had a good week at the Rivoli last, but "Diplomacy" will set a figure probably not far behind.

\* \* \*

"Variety" at the Rialto goes into the 12th and last week of its sensational run with business brisk. A gross of about \$25,000 on the week may be looked for, and although this is about \$5,000 below last week's unusual figure it is materially ahead of some previous weeks.



THE Mark Strand, with "Subway Sadie," got off to a good start with prospects of a sizeable figure for the week. The remainder of last week bore out the promise of the opening days, Langdon in "The Strong Man" going well over the \$40,000 mark.

\* \* \*

The tiny Cameo is doing very well with "So This Is Paris," now playing its fifth and last week. Business this week continued splendid, although hardly equal to that of last week.

\* \* \*

THE real sensation at the box-office continues to be "Beau Geste," which is giving the Criterion the best business in its history as a film house. Standing room is being sold at every performance, and the house is making money—something which it rarely does, owing to the high overhead and limited capacity. Not since "The Covered Wagon" has the Criterion seen such activity at the ticket window, and the picture has "caught on" with a vengeance.

The same picture at the Aldine in Philadelphia, by the way, got over \$22,000 on the first week. This is about \$6,000 over the New York figure, made possible by the larger capacity.

The roadshow department of Famous, recently organized, is convinced that it has a "natural" in "Beau Geste," and is preparing to route it through all the important cities of the country this fall and winter.

\* \* \*

The Hippodrome is playing Universal's "Poker Faces" this week, the P.D.C. program being insufficient to care for 52 weeks' bookings. The newspapers gave "Poker Faces" a wonderful hand, getting the picture off to a nice start.

\* \* \*

WE were shown the other morning, by Ray Smallwood, a series of preliminary tests of the new "Handschiegl Process," invented by Max Handschiegl, which is highly interesting and promises some unusual developments. It is, briefly, a method for combining shots of actors photographed before a plain background with stock scenes, miniatures, drawings, paintings or stills. In other words, the actor can be photographed in a studio in New York or Hollywood, and the action introduced into a Tokio street scene or a Parisian cabaret.

This, we are well aware, is no novelty. The Williams method, and others, have made it possible to do this for years with varying degrees of success, but a persistent "halo" about the figures, and the absence of shadows, made the actors appear to float through the scenes rather than become part of them.

All of this has been eliminated, so far as close scrutiny of these tests reveals, in the Handschiegl process. The identical shot of an actress is carried through a series of backgrounds, some of them library shots and others stills. In one instance, one background is dissolved into another without disturbing the action of the girl.

Two negatives are made in the same camera in the Handschiegl method, color selectivity being the basis of the process, and the remaining work is done in an optical printer. The finished picture is gotten on one negative, the other negative serving for masking purposes only, so that there is no duping or multiple printing. The possibilities of this method, with the major defects now removed, seem to us enormous.

\* \* \*

AN interesting and comprehensive survey of technical progress in Germany during the past year is presented in the *Kinotechnisches Jahrbuch, 1925-26*, recently published by the Verlag Guido Hackebell A. G., of Berlin. This year-book, somewhat different from anything published in this country, confines itself solely to the technical phases of motion picture making and exhibition. New patents of the year are covered in full, as well as all new technical processes, such as the positive film without silver. New lighting equipment is illustrated, with photos and working drawings, and projection illumination is also covered, both arc and incandescent. The testing of lenses, new cameras, the Trier-gon talking picture method, and many similar articles make it a compendium of highly valuable information.

The book is well printed, on good paper, and is attractively bound in blue cloth with gold lettering. The technical worker with even a slight knowledge of German should find it highly interesting in view of the many important developments in the art being made in Germany.

\* \* \*

WHAT is one of the most complete yearbooks of motion picture activities published anywhere in the world, the *Annuaire General de la Cinematographie*, published in Paris each year by Les Publications Jean-Pascal, has been received. The volume for 1926 is more comprehensive than ever, consisting of a 969-page book, about seven by ten inches in size.

While it relates principally to France and its possessions, the information is worldwide in scope. The various lists of addresses include all firms making, distributing or dealing in pictures, as well as companies handling products in any way related to the industry. A studio directory of all important players, with photos and biographies; addresses of all producers, directors and cinematographers; full data on all theatres in France or its colonies; a summary of French production for the year, picture by picture; general summaries of production in all other countries; extensive lists of addresses in countries outside of France; copious advertising on current productions of all nations; these are some of the many features which make this annual unique among such publications. The general arrangement is convenient, and the book is well indexed.

\* \* \*

QUIETLY, year in and year out, the Research Laboratories of the Eastman Kodak Company go on with their highly important work, studying, analyzing and

experimenting, laying the foundation for new methods and new devices, removing imperfections from the old and standardizing processes generally. We are reminded of this by the receipt of the ninth volume of the *Abridged Scientific Publications* put out by this branch of Eastman.

Since it is the desire of the company to have this information broadcast as widely and directly as possible, all articles are first published in technical, scientific and trade journals in those fields where they will be of most interest. Then, in abridged form, they are gathered once a year in this volume. The manual now at hand contains a striking variety of research data, some of it highly theoretical and of no immediate practical application, so far as the general worker is concerned, while other studies centre about such vital matters as static, rack markings, aspherical lens systems, incandescent lighting in the color studio, and the like.

The publications issued by Eastman cover every phase of photographic activity, and the worker who does not avail himself of them is overlooking a valuable aid which costs him little or nothing. Where no publication has been issued covering the information desired, the research staff is always ready and willing to supply the wanted data. This is a genuine service to the industry, which, if not spectacular, is none the less vital.

\* \* \*

WHY do producers not maintain the logical tempo of human beings in their plays? This does not refer to slow action reels in sports or athletics where it is of unquestioned interest to the spectator to follow the movements of a man or an animal in a manner impossible if put on the screen with the actual speed of either. But in other instances where the speed is accentuated, especially in farce comedies, does the picture gain in humor or appealing quality by accentuating the tempo? It is a moot question. No matter how utterly ridiculous the situation it would seem to gain if the characters were reproduced on the screen at the same speed at which they were actually photographed.

This seems a radical suggestion but it is worth considering. In few, if any, pictures would this humanizing the film detract, but rather add to the value of the situation

\* \* \*

A SERVICE innovation in the presentation of short subjects is being made by Educational in connection with the Robert C. Bruce scenic novelties. This consists of a chart giving the exact footage, type of picture and projection timing, for twenty-seven subjects. The exhibitor is thus enabled to build them into his show with accuracy and effect. Musical synopses are also furnished, and there are presentation and prologue suggestions for each picture.

This is a fine idea. We do not recall that it has ever been done before in connection with short subjects. A real service, and a decided help toward creating the diversified program, which the progressive theatre must have these days.





Monta Blue, Warner Bros. star, arrives in New York with Mrs. Blue after completing "Across the Pacific," and will remain for the Dempsey-Tunney fight

## PICTURES AND PEOPLE

### TENNIS CHAMPS

**M**ETRO-GOLDWYN-MAYER now holds the tennis championship of the picture industry, Dietz and Beecher having defeated Malles and Bockus of Hirlagraph last Friday, 1—6, 6—2, 6—3, in a smashing, three-set struggle. This match decided the honors for the Grantland Rice Sportlight trophy. Other outstanding players of the season, although they did not reach the finals, were Gallup, United Artists; Carlin, Warner Bros.; Simonson, Fox Films; Johnson and Parsons, Pathe. The final standings were: M-G-M, .934; Hirlagraph, .764; Pathe, .730; Fox Films, .466; First National, .266; United Artists, .263; Famous Players, .250; Warner Bros., .153.



A. C. (Charley) Hayman, president of the Cataract Theatre corporation, operating the Strand, Cataract and Amendola Theatres in Niagara Falls

### A STARLESS WEEK

**T**HE hard-hearted National Board of Review failed to find any pictures, long or short, this week which it considered worthy of an asterisk denoting special merit. Oh, well—better luck next time!

### VEIDT SIGNED

**N**EWs of importance to every lover of great screen acting is contained in the announcement that Conrad Veidt has been engaged for the role of Louis XI in "Francois Villon," John Barrymore's first picture for United Artists. Veidt is not so well known here as some of the other German actors, but he ranks in Europe as one of the greatest of all artists. While he is of an altogether different type from Jannings, lacking the robust vitality of that actor, his character portrayals are unforgettably vivid. He has been seen here in "Dr. Caligari" and "The Three Waxworks," playing the Sleepwalker in the one and Ivan the Terrible in the other.



Joseph I. Schnitzer, the senior vice-president of Filming Booking Offices, a vital factor in the progress and expansion of that corporation



Charles Rosher, American cameraman who has returned here from Germany to be F. W. Murnau's cinematographer on "Sunrise," to be made for Fox Films



Myrna Loy, one of the most exotic figures to cross the silver sheet in some time, plays a half-caste girl with striking effect in "Across the Pacific" (Warners)



Fretty soft for these movie stars! Here is Sandow, canine player for Associated Exhibitors, in the lap of luxury. His first, "Code of the Northwest," is followed by "Call of the Wilderness."



A scene from Ben Burbridge's "The Gorilla Hunt," showing the 450-pound male gorilla which charges directly into the lens of the camera





Views of the part played by 6XBR, Warner Bros. 'round-the-world broadcasting station, in the parade which marked the opening of the New York Radio Show, when 6XBR was taken down to the city hall and presented to city officials: left, Betty Warner, daughter of H. M. Warner, after whom the portable station was named; centre, the ceremony at city hall; right, Monte Blue, Warner Bros. star, broadcasts a message to radio fans

Barrymore's courage in engaging Veidt for his supporting cast is worthy of comment, for it would not be lese majeste to say that Veidt is just as great an actor, in his field, as Barrymore. On this score Barrymore is quoted as saying:

"I want the best we can get. I have been warned that Veidt is so good he will 'steal the picture.' All right, if I can't keep my head above water with the rest of the cast, that's my hard luck. The public will see a real picture, anyhow."

May the best man win!

## JOHN McCORMICKS TO VISIT US

JOHN McCORMICK, general manager of West Coast production for First National, and his wife, Colleen Moore, will leave for New York about September 16. While in the metropolis McCormick will look over the new plays with a view to obtaining desirable screen material, and will confer with Eastern executives, while Miss Moore will film exteriors for her next picture, "Orchids and Ermine," from a story by Carey Wilson.

## SAMUEL GOLDWYN, JR.

THE latest important addition to the Hollywood film colony is Samuel Goldwyn, Jr., who arrived at the Good Samaritan Hospital in Los Angeles on September 7, weighing seven and one-half pounds. Mrs. Goldwyn, who was Frances Howard prior to her marriage, and the baby are reported doing very well.

## FADMAN RETURNS

EDWIN MILES FADMAN, president of Red Star Pictures Corporation, has just returned from six months in Europe in the interests of the interchange of product across the water, and in two weeks will again journey to London and Paris. Fadman has organized his company on a genuinely international basis, with French, English and German capital interested and a directorate which includes M. Biraban, D. Frank, P. Weill, R. Maeder and Mr. Fadman. His plans are unusually interesting, embracing, as they do, a combination of American business methods with sound counsel from men intimately familiar with their sections of Europe.

## MONTE A FIGHT FAN

MONTE BLUE, who is in New York for a brief vacation, has decided to remain for the Dempsey-Tunney fight, after which he will dash back to the Coast for his next picture. He is particularly enthusiastic, his press agent asserts, over "Beyond the Pacific," his most recent vehicle.

## PAULINE STARKE ARRIVES

PAULINE STARKE, who has been forging ahead as a dramatic actress of genuine ability, has arrived in New York to play the leading feminine role in "Not Herbert," Ray Rockett's production, under the direction of Howard Higgin. Production was started at the 175th Street plant this week.



Players appearing in Columbia's "The False Alarm," left to right, above—Ralph Lewis, Mary Carr, Priscilla Bonner, Dorothy Revier, Maurice Costello; below—John Harron, Lillian Leighton, William Franey, Arthur Hoyt, and William Franey again





Conrad Veidt, one of Europe's leading character actors, seen here in "Dr. Caligari" and "Waxworks," who will arrive on the Mauretania on September 24, to appear with Barrymore in "The Vagabond Lover" (United Artists). This photo shows him in "The Living Mask," based on Pirandello's "Henry IV"

### MITCHELL'S NEW BOOK

**L**EBBEUS H. MITCHELL, director of advertising and publicity for Sterling, and one of the most popular publicity men along the Rialto, is the author of a new book which has just been published by the Century company, "One Boy Too Many." It is an absorbing story, intended for children of from seven to twelve years of age. The same company previously published Mitchell's "Here, Tricks, Here!" Mitchell is also the author of two other books, "The Circus Comes to Town," and "Bobby in Search of a Birthday."

### THE OLD HOME TOWN

**T**HE Vaughn sisters, Alberta and Adamae, star and starlet on the F.B.O. roster, are on their way with their mother, Mrs. Bruce Preston, to brighten Ashland, Ky., by a ten-day visit to their grandparents in the town which they left behind three years ago. During their stay Alberta will also look after her real estate interests, including the recently acquired Alberta and Adamae apartments. The girls must be back in Hollywood on September 23 to resume work on the F.B.O. lot.



Johnny Hines and Mary Brian surrounded by members of the studio staff at the completion of their final scenes for the comedian's newest First National picture, "Stepping Along"

### FOX HILLS DEDICATED

**T**HIRTY THOUSAND visitors went through the gates of the Fox Hills Studio on Sunday afternoon, August 29, when the Moorish portals of the new \$300,000 Spanish wall along the Santa Monica Boulevard front of the 150-acre studio were thrown open to the public.

The formal opening of the gates was set for 3 o'clock, but the first motor party arrived with a caravan of seven cars at 11:30 and lined up before the gates to make certain of being the first to enter. Space for the parking of 2,000 machines had been arranged within the studio grounds, but following the arrival of the first seven cars a continuous stream of visitors came by motor and electric trains so that by 2 o'clock the entire parking space was filled and thousands of other machines formed a solid two-and-a-half mile parking line from the City of Beverly Hills to the City of Sawtelle.



Norman Dawn, director and producer, Eva Novak, star, and Stuart F. Doyle, managing director, Australasian Films, Ltd., interested in the production of "For the Term of His Natural Life," now being filmed in Australia as a Union Master World Picture, to be released by Australasian

### NEWSPAPERS AUSTRALASIAN ENTERPRISE

**N**EWSPAPERS just to hand feature with news-page prominence the first serious step in Australia's determination to compete in the world's film-producing market. "For the Term of His Natural Life" is the title of the first picture, for which our own Eva Novak signed the dotted line to a contract. Australasian Films, Ltd., are behind the latest endeavor. The story, by Marcus Clarke, has been wisely chosen. It has been translated into twelve languages, and in the country of its origin it will feed the box-office through a big public already sold to a story familiar in every home.

The studio is located at Bondi Junction, Sydney, where for many months activities have been centered on the construction of the huge sets necessary for the filming. Technical experts in other branches were also sought from America, as accompanying Miss Novak to Australia were Norman Dawn, director and producer; Len H. Roos, cameraman; William Reid, also camera; Katherina Dawn, to play special role; George Fisher, an English character actor to lead opposite Miss Novak, and Steve Murphy ("Broken-nose Murphy") to play the role of tough. Also trailing it across the Pacific with them were Miss Novak's mother, Mrs. Norman Dawn, and Mrs. Len Roos. The company hit Sydney on Saturday, August 7th, and Eva landed a reception and hospitality that should breed another good booster for the country that called her across to show 'em how.

Eva's car ran its way perilously through the streets thronged with crowds who turned out to say "How do," and "Welcome" to her smilin gacknowledgment. Stuart F. Doyle and W. A. Gibson, O.B.E., managing directors of Australasian Films, Ltd., with other prominent personalities in the film industry kidnapped the public's idol and held her to a sumptuous celebration at the Hotel Australia on the evening following her arrival.





Opening of the Fox Hills studio, Westwood, Calif., and the dedication of the \$300,000 Spanish wall; left—Tom Mix and his cowboys stage a rodeo for the benefit of the 30,000 visitors; centre, U. S. Marines hoisting the flag over the Spanish wall; right—some of the crowd which gathered for the event

### A COSMOPOLITAN HOUSE

**A.** C. (CHARLEY) HAYMAN, president of the Cataract Theatre corporation, operating the Strand, Cataract and Amendola Theatres in Niagara Falls, and generally recognized as the Beau Brummel of New York State motion picture theatre owners, lays claim to a unique distinction. Inasmuch as both of his theatres are first-run houses and located in the heart of the business section of the city and also because of the fact that Niagara Falls is the Mecca of the American tourist, Mr. Hayman proudly boasts that he plays to the most cosmopolitan audiences in the world.

"They come from all over the world," says Mr. Hayman. "From June to November, Niagara Falls entertains hundreds of thousands of tourists. The automobile brings many thousands and the auto camps are congested from early summer until late autumn. These auto tourists remain from two days to two weeks and most of them spend their evenings at the motion picture theatres. Cars from every state in the Union and every Province in Canada will be seen in the camps. I've personally seen cars from twenty states parked in the vicinity of my theatres in one evening."

### A SLANT ON FLORIDA

**C** H A R L E S P. L E S T E R assistant manager of Universal's exchange in Jacksonville, Fla., arrived in New York recently for a conference with home office executives and for a vacation in his former home city.

Lester is an enthusiast on the subject of picture prosperity in the Jacksonville territory which he says has maintained an unusually high average this summer and which promises to reach new heights this fall.

"Universal and Publix are the strongest producer-exhibitor concerns in that territory now, but the coming winter is liable to see the beginning of a big battle in that section," he says, "I firmly believe that Florida will be the future battle ground of theatre interests, just as the middle-west is today. One of the reasons for this is the fact that Florida's winter population may be likened to an assemblage of selected patrons called in for a preview. They go back to their homes and boost the pictures they have seen in the Florida houses, thus making the state a key state as regards disseminating word-of-mouth publicity on screen successes."

### BUXBAUM COPS THE CUP

**H** A R R Y B U X B A U M, manager of Fox Films' New York exchange, and handball expert par excellence of Film Row, added to his athletic laurels this week when he won the President's Cup at the Lawrence Country Club tournament, Lawrence, L.I., with a score of 71. The affair took place on Sunday, and on Tuesday evening Mr. Buxbaum received the handsome trophy, done in the shape of a golf bag, at the hands of Thomas A. McWhinney, president of the club.

Athletic activities are becoming so prominent in the film colony that all that remains now is for some executive vacationing abroad to swim the English channel in, say, seven or eight hours.

### CAPTAIN BATE'S OPUS

**H** E N R Y C L A Y B A T E, publicity purveyor of Universal, whose modesty is out of proportion to his size, is, we are reliably informed by our spies, co-author of a stage piece which bids fair shortly to rock Broadway with thrills and laughter. The name of the piece is "The Monkey Wrench" (this mention should be good for a pair of ducats, at least), the other half of the authorial team is E. A. Vosseler, a New York lawyer and Captain Bate's buddy in the army. The play was given a tryout by a stock company in Portland, Ore., with gratifying results, and we are informed that negotiations now under way will probably bring the piece to Broadway shortly.

### UEBERSETZUNG

**L** Y A D E P U T T I, whose appreciation of America was voiced in these columns last week, informs us that in translating her remarks from German into English we rendered them in such a manner that she might be misconstrued on one point. She does not wish to give the impression that she does not appreciate the value of her training in German studios, where, she says, she learned everything that she knows of the art. It is rather that she feels that she is given a wider field for her talents here. Not, in other words, that she likes Germany less, but that she likes America more.

### SILTON TO COAST

**E** D D I E S I L T O N, one of New York's busiest and most popular managerial representatives, of the firm of Rebecca and Sifton, leaves on Sunday for the West Coast to supervise and produce a series of 13 pictures. Charles Walton, himself an experienced casting agent, has been placed in charge of the casting department. Miss Rebecca and Mr. Uhr of the R. & S. office will divide their time between New York and California.

### PANTAGES LAUDS "FIG LEAVES"

**A** L E X A N D E R P A N T A G E S, veteran vaudeville magnate, has broken his long silence and for the first time endorsed a picture, following the highly successful engagement of "Fig Leaves" at the 26th Anniversary week of his Los Angeles house recently. On this occasion Pantages wrote to William Fox congratulating him on the picture and expressing the hope that future Fox Films productions would be up to the high standard set by it.

### ROACH'S DUDE RANCH

**H** A L R O A C H has purchased a large ranch near Las Vegas, Nev., which he will convert into a "dude ranch" de luxe. Roach, who states that the ranch is a veritable hunters' and fishermen's paradise, will further enhance the attractions by providing golf courses, swimming pools, airplane landing field and such features. Here, we may expect, film executives will vacation when conditions do not warrant their making a survey of European film conditions.



# \$5,000,000 Equipment Merger Set; Affects 35 Dealers

## Corporation President Dutton Says Alliance is Distribution Economy Move; Country Zoned With Vice-President Directors

**C**ONSUMMATION of a consolidation of 35 motion picture equipment dealers and supply houses into a newly formed \$5,000,000 corporation known as the National Theatre Supply Company, was announced this week by H. A. R. Dutton, president of the new organization. While the news of the consolidation does not come as a surprise, the announcement is of unusual significance since it sets at rest a long line of rumors which have kept manufacturing and distribution circles in a quandary for the past six months.

In addition to Mr. Dutton, the officers of the new company are: C. D. Struble, secretary; H. Stanley McLeod, treasurer; G. A. Lincoln, vice-president; George DeKruif, vice-president; L. G. Dolliver, vice-president; Oscar Oldknow, vice-president; Joe Hornstein, vice-president; and W. E. Green, vice-president.

The supply houses which have been taken over by the National Theatre Supply Company are as follows:

Amusement Supply Company, Detroit, Michigan.

Theatre Equipment Company, Detroit, Michigan.

Theatre Supply Company, Cleveland, Ohio, two stores.

Dwyer Brothers & Co., Cincinnati, Ohio.

Hollis-Smith-Morton Co., Pittsburgh, Pa., two stores.

Becker Theatre Supply Co., Buffalo, N.Y.

N. C. Haelele & Co., Baltimore, Md.

Washington Theatre Supply Co., Washington, D.C.

Philadelphia Theatre Equipment Co., Philadelphia, Pa.

Howell's Cine Equipment Co., New York, N.Y.

Independent Movie Supply Co., New York, N.Y.

United Theatre Equipment Co., Boston, Mass.

Exhibitors Supply Co., Boston, Mass.

Eastern Theatre Equipment Co., Boston, Mass.

Exhibitors Supply Co. of Ind., Indianapolis, Ind.

Yale Theatre Supply Co., Kansas City, Mo., two stores.

Cole Theatre Supply Co., Kansas City, Mo.

Western Theatre Supply Co., Omaha, Neb., two stores.

Denver Theatre Supply Co., Denver, Colo.

Salt Lake Theatre Supply Co., Salt Lake City, Utah.

Utah Theatre Supply Co., Salt Lake City, Utah.

Pacific Amusement Supply Co., Los Angeles, Cal.

California M. P. Equip. Co., Los Angeles, Cal.

Theatre Equipment & Supply Co., San Francisco, Cal.

Western Theatre Supply Co., San Francisco, Cal.

B. F. Shearer, Inc., Seattle, Wash., two stores.

Theatre Supply Co., Seattle, Wash.

Service Film & Supply Co., Portland, Ore.

Southern Theatre Equipment Co., Atlanta, Ga., seven stores.

Southern Theatre Equipment Co., New Orleans, La.

Southern Theatre Equipment Co., Dallas, Texas.

Southern Theatre Equipment Co., Oklahoma City, Okla.

Southern Theatre Equipment Co., Charlotte, N.C.

Theatre Equipment Supply Co., Atlanta, Ga.

Simplex Theatre Supply Co., Dallas, Texas.

Capital Merchandise Co., Chicago, Ill.

Exhibitors Supply Co., Chicago, Ill., four stores.

Exhibitors Supply Co., Cleveland, Ohio.

Exhibitors Supply Co., Denver, Colo.

Amusement Supply Co., Chicago, Ill.

A total of thirty-five corporations and fifty stores, doing business in twenty-six states. The National Theatre Supply Company will operate in the following cities: Boston, Mass., Albany, N.Y., Buffalo, N.Y., New York, N.Y., Philadelphia, Pa., Baltimore, Md., Washington, D.C., Pitts-

burgh, Pa., Cleveland, Ohio, Cincinnati, Ohio, Indianapolis, Ind., Detroit, Mich., St. Louis, Mo., Chicago, Ill., Milwaukee, Wis., Minneapolis, Minn., Des Moines, Iowa, Omaha, Nebr., Kansas City, Mo., Denver, Colo., Salt Lake City, Utah, Seattle, Wash., Portland, Ore., San Francisco, Cal., Los Angeles, Cal., Oklahoma City, Okla., Dallas, Texas, Memphis, Tenn., Charlotte, N.C., Jacksonville, Fla., New Orleans, La., Atlanta, Ga.

The consolidation is pictured as a step toward greater economy and the elimination of waste in distribution, in a statement issued by President Dutton in which he declares that the move is in keeping with the present day trend of successful business practice.

Operating plans for the organization as revealed in the announcement, provide for the division of the country into various territories in charge of regional directors who are vice-presidents. The general office will be located in Chicago, and from there will be directed the entire operations of the company.

The Pacific Coast Division, which will comprise branches in San Francisco, Seattle, Salt Lake City and Portland will be in charge of L. G. Dolliver, formerly of the Western Theatre Supply Company. Mr. Dolliver is well known on the Western Coast and is particularly adapted to his position through years of association with the equipment field in his territory.

H. E. Van Dwyne, formerly president of the Pacific Amusement Supply Co., and



G. A. Lincoln, a vice-president of the new National Theatre Supply Company



H. A. R. Dutton, president of the \$5,000,000 National Theatre Supply merger





Joe Hornstein, vice-president of the National Theatre Supply, in charge of the Eastern Division with headquarters in New York

well known for his success in the business, will be located at Los Angeles, California.

The Southern Division will be in charge of Osear Oldknow. This division will have its headquarters in Atlanta, with branches in Charlotte, N.C., New Orleans, La., Dallas, Texas, Oklahoma City, Okla., Jacksonville, Fla., and Memphis, Ten. Mr. Oldknow is a veteran in point of service in the equipment industry, having been associated with his father, William Oldknow, in the Southern Theatre Equipment Company for many years.

The Eastern Division, with headquarters in New York City, will be in charge of Joe Hornstein. Little need be said about Mr. Hornstein, as he is known from Coast to Coast, if not all over the world, through his various activities in the Howell's Cine Equipment Company, and in the export business. The Eastern Division will have branches in Boston, New York City, Philadelphia, Baltimore, Washington, Albany and Buffalo.

The Central West Division, which will be handled from the General Offices in Chicago, will take care of branches in Pittsburgh, Cleveland, Cincinnati, Indianapolis, Detroit, Chicago, Milwaukee, Minneapolis, St. Louis, Des Moines, Omaha, Kansas City and Denver.

Details of the conditions under which the various supply houses were taken over are not revealed, but it is understood that those absorbed were paid in cash.

President Dutton, in a statement issued in connection with the announcement of the merger said: "In forming the National Theatre Supply Company we are simply following the nation-wide trend toward economy. A consolidation such as ours is especially equipped to do a greater volume of business with a consequent lower overhead. It makes it possible to operate on a lower profit per unit, but with a higher profit per year.

"Theatre owners want to buy the better equipment and supplies on a basis of real value without having to pay the penalty of un-economic practices.

"We are convinced that through effecting economies in the distribution of the many manufactured articles we handle, adding others to our line, and through added volume, we can cater to the demand of the theatre owners to their entire satisfaction, and with profit to them as well as to ourselves.

"There have been many factors and practices in the distribution of equipment and supplies during the past which have contributed to waste. We are becoming a part of the great national movement to eliminate waste. Simple business prudence demands that the business of distribution be organized to eliminate any practices which have proven to be unessential and economically wasteful.

"We do not wish or pretend to convey the idea that we will effect a mysterious transformation in the business in which we have been engaged. We know, however, that unified effort and better service and at fair prices is recognized by business men generally as a forward step in any industry.

"There is no doubt, when sufficient time has elapsed to enable us to get thoroughly organized, that by building volume of sales, by purchasing to better advantage, by gathering together the brains and ideas of the entire industry, and by placing the entire business of distribution of equipment and supplies on one definite plan, the National Theatre Supply Company will offer to the theatre owner greater advantages in merchandise and service than he has ever enjoyed before.

"We are maintaining sales and service branches in 32 cities in the country located, we believe, to the best advantage."

### Who's Who in Big Merger

From a small theatre slide advertising business, eleven years ago, to head of the largest distribution system of theatre equipment and supplies in the country, is the achievement of H. A. R. Dutton, whose ascension to the president of the National Theatre Supply Company climaxes an active career in the theatre equipment field in which he has been a leading figure for many years. Of Mr. Dutton it is said that he has learned the basic principles of business management through "getting out into deep water and swimming to shore."

The slide business which he started eleven years ago grew in gradual steps into a thriving equipment business which up to the time of the merger comprised eight branches, located in Middle West cities. Under his direction the business of Exhibitors Supply Company has prospered. Effecting of economies in distribution through efficient operation has long been an objective of Mr. Dutton's and it is said to have been his desire for further developing this principle in the theatre equipment field which made him one of the leading spirits in carrying out his ideas through the medium of the new national organization just announced.

C. D. Struble, secretary of the National Theatre Supply Company, was formerly president of the Yale Theatre Supply Company of Kansas City. For the past year he has held the office of president of the Equipment Dealers Association. Mr. Struble has had many years experience in the theatre equipment business and has taken an active part in its affairs. He has completed a course in law and has other qualifications which make him ideally fit-



George De Kruif, vice-president of the National Theatre Supply Company, in charge of advertising and sales promotion

ted for his new position as secretary of the National Theatre Supply Company.

H. Stanley McLeod, who will occupy the position of treasurer of the National Theatre Supply Company, was for a period of years auditor of Exhibitors Supply Company. He later became associated with Bob Gumm in the operation of Exhibitors Supply Company of Indiana. At one time Mr. McLeod was auditor for the Fox Film Corporation in Europe.

G. A. Lincoln, formerly secretary and treasurer of Exhibitors Supply Company, will be vice-president in charge of purchases of the National Theatre Supply Company. Mr. Lincoln's wide experience in an executive capacity with Exhibitors Supply Company has brought him into active contact with manufacturers all over the country and has given him a thorough knowledge of equipment and supplies.

George DeKruif, a veteran in the field of advertising and sales promotion, will have charge of the sales promotion and advertising activities of the National Theatre Supply Company. Mr. DeKruif has handled the advertising of Exhibitors Supply Company for the past five years and his intimate knowledge of advertising and theatre equipment has won for him an enviable reputation.

Others who will be important factors in the new organization are vice-presidents, L. G. Dolliver, Osear Oldknow, Joe Hornstein and W. E. Green.

### Casanave Progressing With Assoc. Theatres of Ohio

Charles L. Casanave is making headway with his plan to organize the Cleveland exhibitor into a single buying unit. Casanave has opened an office in 401 Film Exchange Building. He has formed the Associated Theatres for Ohio, and is said to have lined up in the neighborhood of fifteen theatres as a beginning. Two local circuits are said to have signed up with Casanave, and several independent theatre owners as well. This organization has nothing whatever to do with the Cleveland Motion Picture Exhibitors Association.



# Fielding H. Yost Invades the Movies

## Famous Coach Puts Together Two Expert Teams and Gives the Screen Real Football Stuff for Dramatic Picture

BY PAUL THOMPSON

Ex-Sporting Editor, The New York Evening Sun

FOR the first time in the history of films, a famous football coach has been engaged to put gridiron realism into a dramatic production. Fielding H. ("Hurry-Up") Yost, for a quarter of a century the justly-famed mentor of the University of Michigan, is the pioneer in this department of pictures. He was working for several weeks this Summer at the Famous Players studio in New York, directing the football sequences for Richard Dix in "The Quarterback."

He had an amazing squad to work with; most of the men have national reputations for pigskin prowess, two or three being of All-America calibre.

And the famous coach confided to me the other day, just before he went back to Ann Arbor to begin his season out there, that "Colton" will defeat "State College" this Fall by the score of 14 to 10. He trained both teams, paradoxical as that may sound, and has fixed it so that not only is the outcome of the game certain, but even what the score will be and that the winning play is to come in the last quarter.

Not many people know that Fielding Yost has invaded the movies. The reason for this is more or less self-evident. Striving more and more for realism and that quality of sincerity which is so easily detected, not only by people conversant with a certain phase of activity pictured, but by the greater mass of people becoming more and more educated up to demanding and receiving that which is real rather than just make-believe, it was inevitable that Yost should find his way onto the movie lot. He knows as much about the gridiron game as any man coaching for the past quarter of a century and with his national reputation there could be no question but that the football caught by the moving picture cameras would be the real thing if he were standing along-side of the man with the megaphone to shout his own "Hurry-up" slogan at the players. No haberdashery or dry goods counter graduates to carry out his orders but honest-to-god football players who know the game and how to play it. Most of them graduated with big reputations on which they are cashing in on the pro teams that have held forth for the past year or two and will again this Fall and Winter.

### A Bunch of Football Stars

Glance over these names and you will know that under the guidance of the physical instructor of the University of Michigan football is being photographed that surely will ring true when transferred to the screen: Carney of Annapolis, Garvey of Notre Dame, McBride of Syracuse, Keefer, who spent a year under Yost at Michigan and then went to Brown, Voss of Syracuse, Jim Williams of Lafayette, Bomar of Vanderbilt (a Walter Camp all-America selection), Forgone of Syracuse, Reynolds of Georgetown (all\* Southern and all-

### Exhibitors: Here's the Second Article in New Service

AS announced last week, MOTION PICTURE NEWS is printing a series of specially-written articles, designed for newspaper use. The first, on "Red" Grange, was published last week.

Here is the second—a personality story, written by a member of the NEWS staff, who is also a football expert—about Fielding H. ("Hurry-Up") Yost, the famous coach of the University of Michigan.

He worked this Summer for several weeks at the Famous Players studio, directing the football sequences for Richard Dix in "The Quarterback."

The article has many human interest angles that should appeal to newspapers. Exhibitors who will play the picture should show this article to their newspapers.

American player), Rollins of Rutgers, Weis of St. John's, Coburn of Amherst, Flaherty of Georgetown and Sheey of New York University. Imagine having that bunch to pick from for university team? No wonder Fielding becomes contemplative and reflective when he looks them over and is curious in regard to wholesale railroad rates to Ann Arbor whether by cattle car or Pullman.

How he happened to be in the east since early in August is an interesting story in itself. He left recently for Michigan to continue his work of coaching his own men to beat again, if possible, Chicago, Illinois, Northwestern, Wisconsin, Minnesota, and the other long-time rivals among the colleges and universities of the Middle West and uphold the traditions of Yost and the University he has long been identified with. But he left with the satisfaction that he has given to the moving-picture fans of this country real football of the brand he has been teaching since Mark Sullivan's "Turn of the Century." He has been coaching the two football teams in Richard Dix's next starring vehicle, "The Quarterback," because Ralph Block is a University of Michigan graduate and, being in charge of the Famous Players-Lasky scenario department at Astoria, Long Island, he remembered, as what alumnus would not, the coach of his undergraduate days and determined to try to inveigle him east. In this purpose he was strengthened by Paul Dickey, another Ann Arborite who had played football under Yost. Dickey was not too busy writing his own scripts for

other Famous stars and wearing gracefully the new mantle of director draped around his broad shoulders by Adolph Zukor and Jesse Lasky to co-operate with Block in getting "Hurry-Up" to drop, not the plow on his Michigan Sabine Farm, but the work of teaching summer school physical directors and come east.

"No posing in the movies himself, just telling the players what to do and how to do it," he stipulated, and on this condition he, with the accelerating cry of "Hurry-Up," came to New York and Astoria. It has been a thrilling experience and he has gotten a world of enjoyment out of it, as he explained to me at length at the Hotel Shelton and at the St. Paul's School football field at Garden City. It is fair to assume the monetary reward has been in proportion, but I feel he would have done it no matter whether the pay was adequate or not because Ralph Block and Paul Dickey asked him to do it and because he loves the game itself so unreservedly.

In the latter respect he makes me think of Foster Sanford, the famous Yale player who for so many years taught Rutgers and put that New Jersey team on the football map even as he had years before done for Columbia. My own debt of gratitude will always persist for his having taught me all the football I ever knew.

Long before Yost arrived in the east it had been all fixed that Richard Dix's team, "Colton," would have to win the game. Anyone even slightly familiar with the moving pictures could have told "Hurry-Up" that the hero must be on a winning team and the villain on the losing end. Michigan's football mentor didn't quite like that, but became partly reconciled because Dix showed unusual football ability and developed into a rattling good quarterback who might, even under ordinary circumstances, have done what the scenario writer and director had mapped out for him to do. It helped some, too, that Dix didn't come into the game at the very last moment to save the day for "old Colton" but started the fourth quarter, or possibly it was right after the kickoff for the second half. Anyway, he does come in and win the game through his own brilliant playing, backed up by that bunch of "All-America" college rough-necks listed above. So the tip is out, back "Colton" off the board to win the annual game with "State" by the score of 14-10 this fall and winter and spring, for Astoria and 485 Fifth Avenue logically hopes the game will still be played, despite any seasonal objections. And it probably will be.

### Fire Hoses and Cigarettes

Additional handicaps which Yost has had to face or ignore include cigarette smoking. While two fire hoses were playing on the St. Paul gridiron to make the surface nice and boggy and the players were resting for the moment on the sidelines the great majority of these players were busy fracturing training rules by lighting and smoking cigarettes. Half a



dozen times Yost was on the point of yelling to the men to "throw them away" or stopped, puzzled for the moment, midway on his march to their side to grab the taboo cigarette out of their mouths. Members of a football squad under his direction smoking between halves with the game still unfinished? Unheard of; he wouldn't stand for it; "no sir; if they couldn't obey his training rules he would make up a team of scrubs and play them instead." And then came the realization that these were the mythical "Colton" and "State University" teams and not his own University of Michigan gridiron players.

Another handicap which Yost has had to face has been coaching two teams playing against each other, one of which must win. The impulse naturally in planning a play and trying to make it go is to devise a defence for the other side which will successfully stop that very play from being successful a second time. It is somewhat akin to playing a game of chess or checkers with yourself. No one yet has succeeded in so orientating himself as to think as two different men would and do, even granting the Jekyll-Hyde premise and that we are all made up of entirely different and opposite personalities. It is a well-nigh impossible task to coach two football teams and not have a stalemate unless there is a director with a megaphone to see to it that the hero does his stuff and his team wins out. By hook and crook, such as getting the officials to close their eyes, "Colton" holds onto the ball and because of this unfair handicap, of course, must and does win the game.

To make things more complicated the scenario, or Yost himself, calls for the game to be played on a wet field. Just why I will not know until the completed picture is shown. As a result, two fire hoses play all day long on the playing field when picture taking is temporarily halted. The result is that after every scrimmage the twenty-two men arise (or emerge) with their football suits, stockings, shoes and head-pieces covered with mud and their faces begrimed, as well. And if there is the slightest disposition to slow up because of the footing there is Fielding H. megaphoning with his cupped hands to "put some life into it and speed it up." Not a chance in the world to soldier on the job. "Life is real and life is earnest" for those football players and it is a good thing that in college and since graduation they have been accustomed to it. Even as it is, Yost wore out a lot of players and recruits who were always being relayed to Garden City to take the places of those fallen by the wayside and the sidelines.

### *Dix Plays a Good Game*

In a prologue the game as played in 1899 is shown in about four plays and that kind of mass-play football so widely divergent from the brand of 1925 and '26, Yost, as well as Dad, also knows. For these short scenes New York University and High School boys were used. One of the things for which Yost is very grateful is that Richard Dix needs very little doubling for him in the football sequences. The star played football in his prep school days in St. Paul, Minnesota, and also during his first year at the University of Minnesota and that has helped a lot. Not that he ever will imperil the reputations of Walter Eckersall, "Red" Grange, et al, but Dix plays better football than one would expect. He is fast on his feet, alert,

## K. O. Club Idea Praised in Salesmen's Messages

**T**ELEGRAMS and other messages received from branch managers and salesmen all over the country convey the pledges of the senders to do their utmost to prove worthy of membership in the K. O. Club recently started by the sales cabinet of First National Pictures.

The first ten men to be elected to membership will receive their K. O. buttons January 1, 1927. Besides substantial cash awards it is the intention of the company to make promotions from the membership.

quick to see an opening and take advantage of it and decidedly malleable in Yost's hands in being molded into a mighty good and convincing quarterback, even from a football player's viewpoint.

He is as fast as the majority of halfbacks in American colleges today, from Yost's viewpoint and that is some tribute. He and Butler are great pals in the picture and it is their team work that brings the ultimate success to their college. Butler is a corking 200-pound fullback and often Yost looks at him wistfully and meditates what he could do with him out at Ann Arbor. Most of the football played, including the winning play, are logically the kind taught at Michigan. Yost is fortunate in another respect, in that he has for a director in the football sequences Fred Newmeyer, who directed all the football in Harold Lloyd's "The Freshman," which the star himself did not direct. The result is that the Yost-Dix-Newmeyer trinity is one hard to beat as the villain, "Captain Craig," and his "State College" eleven discover when this season's championship game with "Colton" is staged.

Despite the training rules infractions, such as the cigarette-smoking right under the coach's nose, the players were all in good physical condition and mentally fit as well. While Dix is starred Yost feels he has turned out a mighty good, well-rounded team. Were it possible to delay his return to Ann Arbor he would like to pit his proteges against any team headed by Harold Lloyd, George Walsh, "Red" Grange, "Lefty" Flynn or any other silent drama eleven that ever wasted moving-picture footage before the cameras of Hollywood or all points east. And in the matter of using up films Yost is no piker, because the play must be right, it must be football, not moving picture "London-Bridge-is-falling-down" action, before he will agree with the director that they can go on to the next bit of football action.

### *Yost Not on Screen*

It is a shame that Fielding is not to be shown on the screen himself but he is not. He would not stand for it. He is a technical director only. The football coach in the play has not been in evidence since the first day of shooting football scenes, as his presence was not needed. You may bank on his having a mighty good understudy in the Michigan mentor.

Questioned in regard to the comparative merits of the football played today and yester-year on the screen Fielding said he thought the Famous and other teams of

today have it all over the elevens of the old S. A. Biograph and Vitagraph days. That is partly prejudice, for he much prefers the game as it has been opened up today before the camera as opposed to the mass plays of the Mauve Decade. Then camera work was rendered difficult because of the heterogenous piles of twenty-two men and only typical German close-ups of clinched hands meeting a nose or bloody eyes showing where the play had gone were possible. The camera game of 1926 is technically much more effective and thrilling and because of the open play and fast shutters the game can be seen almost as well from the lowest price seats in a Broadway or other moving picture house as from the sidelines in the company of the usual symphonic orchestras.

It is a question if Yost has ever coached a team under such unusual conditions. In the first place, he was logically delighted to discover he had real football players to work with. "Big Dave" Butler with his two hundred pounds, Dix's sidekick in the play, and Keefer, are his favorites, I think, because both, but especially Keefer, who learned the game at Michigan before he migrated to the top of the Hill at Providence to play for Brown, satisfy his yearning for reality. Yet they make good actors too. Keefer did a certain amount of doubling for the star, Dix, but not very much and set a dizzy pace for Richard to follow when he himself wore the moleskins, cleats, head-gear, etc.

All about the field were derricks that suggest oil fields of a new strike. On the top of each of these were two or more moving picture operators getting every angle of the football game. Not content with this a Ford truck was brought into use on a sort of narrow gauge railroad that ran along the sidelines on the western side of the playing field. On top of this was a superstructure that extended far beyond the sides of the Ford so that on the football field side the outer edge practically overlapped the sideline by several feet. From that vantage point two operators took close-ups. That they and their cameras might not upset the platform and the truck, surplus football players, preferably those of most tonnage on the squad who were not playing for the moment, were used as ballast. This truck followed the plays up and down the field while the cameras ground, ground, ground, until the director and Yost were satisfied they got what they wanted. The careless spectator, unless he watched his step, might fall into some pit dug to house a movie camera on a level with the earth's surface to get close-up snaps a la Lubitsch or Dupont.

Yost, with a slouch hat, football trousers and an earnestness that has always been a characteristic, has taken this new work of coaching a moving picture football squad very seriously and as a result, put out of commission a lot of men who started the season with him but could not stand the pace.

One difficulty in interviewing Yost about Famous Players football is that he is always reverting to Michigan and the things that have been done and are being done there. For a matter of fact, his Eastern visit marks merely a continuation of his athletic work at Ann Arbor. There it is not merely football but general athletic work, for he is more than coach; he is athletic instructor and a member of the faculty. This is, incidentally, true of the majority of men, he told me, who are



coaching in the west, middle west and south. No longer are they merely hired professionals secured to turn out championship elevens, but men with education who are, in ninety-nine per cent. of the cases, just as much faculty members as the men who are teaching Greek, Latin, Economics, etc., etc. The last quarter of a century has absolutely changed their status socially and otherwise.

### Against College Men as Pros

Yost absolutely deprecates a college man going into any professional sport after graduation. This means not merely football in capitalizing a reputation made in the undergraduate days but also baseball. His reasoning is that in the years between, say twenty-two, when the average man graduates, and possibly thirty when he should be laying the foundation for his real life, he becomes spoiled through earning money out of all proportion to what he will have to accept when he leaves athletics and takes up his real life work. Baseball or football may pay a man several hundred dollars a week if he has a national reputation but the life is not conducive to contentment afterward, when confronted with the necessity of giving up sport and doing what his classmates have been doing ever since graduation, learning a profession through an eight or twelve-hour day at minimum wages, but building all the time, a firm foundation for the future.

There are all too few Sislers or Mathewsons in baseball or Granges in football and when the majority of college athletic stars are through playing professional baseball or football they are just so many years behind their classmates in making the start for the real work of life. Everything about professional sports; the comparatively easy money, the short hours of doing what they for the most part love to do, playing the game they like and can play well, the environment; all these things tend to spoil the average college graduate and in his most impressionable years.

Fielding Yost's stay in New York has

## Universal Enjoins Dupont Advisers in Dispute

THE latest development in the disagreement over the contractual status of E. A. Dupont, German director, came last Saturday, just prior to Dupont's sailing for Germany, when Universal obtained a temporary injunction restraining C. R. Seeley and Hans Winter from interfering with the completion by Dupont of his contract with that company.

Universal's attorneys, Willard S. McKay and Granville W. Byrne, appeared in the Supreme Court of New York State on Monday morning to argue on a motion to make the injunction permanent, but action was postponed until next Monday at the request of Seeley's attorney.

Stories were published during the week that Universal had filed suit for \$100,000 against Seeley and Winter, but no word on this was forthcoming from the legal department. R. H. Cochrane maintains that Universal has a valid contract with Dupont, which still has at least a year to run.

not been all work even if the work is the sort he loves, for socially he has been fettered to more than his heart's content. He discovered, if he did not know it already, that New York shelters several of his most famous pupils, men who helped to make Michigan football history. They have, for the most part, profited by the coaching of "Hurry-Up" and bucked the business and financial lines also most successfully since leaving Ann Arbor. James Baird, captain of the '95 team, is head of the Baird Construction Company, having directed the destinies of the George H. Fuller Company most successfully for years. Curiously, as head of that latter world famous organization, Baird was succeeded by another Michigan football star, Hugh White, captain of the famous Michigan team in 1901 that scored 550 points to

their opponents' 0. Not such a bad record, considering the sort of opposition the Conference teams usually present.

Walter Bennett, captain of the '98 team, is also a New Yorker. That was the year when Chicago was beaten, 12 to 11, because Woodman made one of those typical moving-picture 65-yard dashes against the famous Hershberger's team in the closing moments of play to dash the hopes of Alonzo Stagg and his Chicago cohorts. It was the sort of thing I remember the Poes and DeWitts or Sam Whites more or less specialized in, for Princeton against Yale when I was an undergraduate and my wordly all was safely (theoretically) banked on the ability and prowess of Yale teams. A typical "Red" Grange performance, or the sort of football stuff of which movies, dreams or fiction college athletic stories are made.

"Brute"—curious how college nicknames will cling to a man in after years—Pontius, who now holds down a big job with the National City Bank with his eagle eye focussed on "openings" in the South American banking lines for a plunge through, is another Michigan alumnus who has made Yost's New York stay worth while. He was doing tackle plunges for the Michigan football coach back in 1911-12 and '13.

Harry Hammond, possibly better known to the sport-loving fraternity for his New York Athletic Club affiliation, his interest in the Madison Square Garden company and in hockey than for his position with the Pressed Car Steel Company, has done his bit for the "Hurry-Up" person by staging a dinner or two for him at the Cherry Valley Club. There over the coffee and cigars he and his other guests were more than repaid by listening to the mole-skin oracle reminisce about the game he loves so well and has so ornamented with his high, unswerving standards of fair play, albeit the play at times might be a trifle rough. But then it has never been nor will be a game which can very easily or satisfactorily be substituted for ping-pong, tiddly-winks, or checkers.

# Publix Not to Use Radio in Theatres

## Trials in Four Houses Convince Officials Broadcasting Has No Value as Direct Box Office Asset—Experiments Checked

AS a result of tests made in four theatres of the circuit some time ago.

Publix will not employ radio broadcasting in any houses under its jurisdiction. The trials in which broadcasting was done from four representative houses served to convince Publix executives that this form of advertising was productive of widespread publicity but that it failed to produce directly at the box office results commensurate with the cost of its operation. Therefore, tentative plans to install radio in several of the Publix theatres should the trials prove it worth while have been abandoned and radio, so far as this company is concerned, is regarded as having been tried and found wanting, in its present form at least, as an asset of the picture theatre box office.

The radio trials were conducted at the

Stratford Theatre, Poughkeepsie; Broadway Theatre, Newburgh; Carolina Theatre, Greenville, and Rex Theatre, Spartanburg. The method in each case was to install on the stage a regular Government-licensed station, from which special numbers and the regular theatre music was broadcast in view of the audience. This added feature was offered for a week in each of the four theatres. In each case there is said to have resulted a great amount of publicity, while the box office registered a lower figure than the normal set for the show with which it was tried out. The check-up on the experiments seemed to indicate that people were highly interested in the feature, but that they were remaining at home to listen in on the programs, and that the broadcasting instead of increasing box office receipts was actually inducing the public to remain away from the theatre.

The case parallels that of the Mark Strand in New York. After a trial of several months, Joseph Plunkett, managing director, discontinued broadcasting as injurious to the theatre's box office. The programs were broadcast from the Strand once a week and included orchestra music from the auditorium during the performance and special "studio" numbers arranged by Mr. Plunkett, who did the announcing. With the discontinuance of the radio broadcasting the Strand introduced the elaborate presentations staged under Plunkett's direction and over a period of several months showed a gain of several thousands of dollars per week at the box office.

The Publix trials were made under an arrangement with a broadcasting service company. The stations installed at the theatres had a radius of about 1,000 miles.



## Fox Net Profits for First Half of 1926 \$1,400,743; \$1,000,000 in Dividends

**A**CCORDING to the consolidated balance sheet just issued by Fox Film Corporation for the first six months of 1926, the company earned a net profit of \$1,400,743, giving the corporation a surplus of \$12,189,892; disclosed assets of \$25,505,777 as of June 26. Of this total \$1,285,430 represents cash.

\$591,684 is the balance due the corporation from theatre owners in film rentals. During the period covered by the statement the company paid dividends of \$1,000,000 in two installments of \$500,000 each.

Fox Theatres Corporation, backed by the resources of the parent corporation, is steadily going ahead with its theatre building program. Theatre sites for Brooklyn and Newark have been announced, construction has been started in Washington, D. C., and in San Francisco; a site is being cleared in Detroit and construction will start on the St. Louis theatre in October.

## More New England Houses Open

Construction Finished on Theatres in  
Cambridge, Woonsocket and Boston

**O**PENING dates for some of the new New England theatres which have been under construction during the summer months, have been set.

One of the most important of these is the new University Theatre in Harvard Square, Cambridge, under the owner-management of Stanley Sumner of the Newton Community and other theatres. This will open Oct. 2. For some years various theatrical interests have tried to obtain locations in Harvard Square but were unsuccessful. It is one of the best locations in Greater Boston and is directly opposite the Elevated rapid transit terminal. It will be one of the largest of the suburban houses.

The new Morton Street Theatre in the Dorchester District of Boston is receiving the finishing touches and will be formally opened Oct. 3, according to present plans. It is one of Jake Laurie's chain.

The new Paramount house, the Stadium

Theatre, in Woonsocket, R.I., will be ready for its formal opening Sept. 20, according to present plans. It will seat about 2,500. The manager for the new house has not yet been announced.

Theatres which have been closed during the summer and which are reopening include the Keith-Albee St. James Theatre in Boston and the Broadway Theatre in Chelsea, which reopened this week; the Coliseum Theatre in Gardiner, Me., which opened September 16, with a new owner-manager, F. B. McKeown; the Comique Theatre, Lynn, Mass., all with a policy of pictures and vaudeville.

The Somerville Theatre, in Somerville, Mass., which adopted a picture policy last winter, reopened this week with a resumption of stock after extensive improvements in the theatre, and the Modern Theatre, Providence, was reopened with stock.

## New Companies Incorporate in New York State

Motion picture companies incorporating in New York state during the past week, included the following: Peggy Company, Inc., capitalization not specified, with Meyer M. Brown, David Seheinker and Samuel R. Kurzman, New York City; Doral Amusement Corporation, \$5,000, Louis Chazen, Isaae M. Sachs, Anna Chasen, New York City; Peroff Pictures, Inc., capitalization not specified, Orson Kilborn, Robert T. Woodruff, Leighton T. Wade, New York City; Colester Amusement Corporation, \$20,000, Michael Fruhling, New York City; Isaae Steinhaus, Brooklyn; Pauline Rosenblatt, Bronx; Sterni Film and Theatrical Co., Inc., \$100,000, Giuseppe Sterni, Paul Cremonesi, Alfredo Rosi, New York City.

## Fire Causes Heavy Damage to Hamilton Grand

Heavy damage was caused at the Grand Theatre, Hamilton, Ont., one of the oldest amusement centres in the city, on September 11 when flames destroyed the stage, the fire being discovered at 5:35 A. M. The auditorium of the theatre was saved by the asbestos curtain and by the excellent work of the firemen.

The stage section was completely gutted, the loss is estimated at \$38,000, the amount being covered by insurance. A feature of the fire was the use of the fire department's new motor pumps for the first time.

## Lasky President of Association of Producers

Jesse L. Lasky was elected president of the Association of Motion Picture Producers at the semi-annual meeting of that organization held in Los Angeles this week. He succeeds Charles Christie, retiring president. Other new officers elected are Irving C. Thalberg, first vice-president, and M. C. Levey, second vice-president.

The Association voted to take immediate steps toward the improvement of working conditions for classes of labor in the film studios of Southern California.



Jesse L. Lasky, elected president of the Association of Motion Picture Producers

## Universal Profits \$725,843 for Six Months Ending May 8th, 1926

**U**NIVERSAL PICTURES net profits totaled \$725,843 for the six months ending May 8, 1926, after Federal taxes and charges had been deducted, equivalent after dividends on eight per cent first preferred and seven per cent second preferred to \$2.16 per share earned on 250,000 shares of no par common. For the same period last year the profit was \$1,248,754 or \$4.23 per share. The gross income of this year is greater than that of 1925—the figures being \$14,733,535 as compared with \$11,395,045. Preferred dividends are \$183,544 and \$190,000, 1926 and 1925, respectively. The surplus for 1926 amounted to \$542,299 and for 1925, \$1,058,754.

The net profit for the quarter ending May 8 amounted to \$274,828 or 73 cents per share on common after preferred dividends. During the first six months of the current fiscal year an additional \$113,200 of eight per cent preferred was retired, reducing amount outstanding to \$2,768,600. Universal declares the decline is due to the enlarged production schedule. The entire cost of films is charged off at the time of release, thus giving the charge the appearance of one quarter's operations.



# British Press Hails Williams Deal

## Trade Journals Feel It Marks Constructive Step Forward, And Take to Task Detractors of American Release Tie-up

**F**OLLOWING the announcement by J. D. Williams in England that he had closed arrangements with Famous Players-Lasky for world distribution of three pictures to be made by British National Pictures, has come an avalanche of comment in the British daily and trade press which is of considerable interest.

Particularly striking is the fact that the press has been solidly for Williams and against those who sought to detract from the measure of his achievement. There have been critics, naturally, among those who have tried for years to find an entering wedge into the American market and failed, but these have found scant support. Sir Oswald Stoll, the producer, who at one time opened distributing offices in America, denounced the Williams-Famous deal as placing control of the British industry still further in the hands of America. This, however, was commented on by the press as "sour grapes," it being intimated that had Mr. Stoll been the one to close the deal his attitude would have been quite different.

The consensus of press opinions has been that, while the deal is not ideal or final, it marks a definite and vital step forward; that the British producing industry must walk before it can run, and that Williams has shown the way to other firms.

Kinematograph Weekly, commenting on the Stoll letter, says editorially:

"In fact, Sir Oswald Stoll's real objection to the British National deal is, it seems to us, that it was not made by Sir Oswald Stoll.

"It is an undoubted weakness of the Williams-Zukor contract that, while it provides production with the most valuable tonic it has had since the War, it does nothing to stimulate independent distribution here.

"From the point of view of the producer, this is an advantage rather than a weakness. It saves him a big investment of capital. From the point of view of general trade interests it is a weakness because ultimately the chief safeguard against monopoly in this country must be the independent distributor. One would like to see any general revival of production associated with the extension of distribution in indisputably British hands.

"But we are taking a very, very big step forward indeed if we get production re-started in this country on the basis of American distribution, and it is in that aspect that the Williams-Zukor deal seems to us a service of the very first importance to British production.

"Anyone who gives us British films, made on the scale which America demands, up to a standard which guarantees exhibition in all parts of the world, removes the biggest obstacle to the revival everyone desires by proving that British production is a commercial proposition.

"Once that is proved, there is no reason why capital should not revise its attitude to the many projects for British production which come before it, and there is no reason why independent British distribution should not figure in such schemes."

Commenting, in its previous issue, on the deal itself, "Kinematograph" said:

"In brief, it seems to us that J. D. Williams, an American, has shown British producers how the business problem of production should be handled. He has secured the best distribution contract on record because he has shown the Americans that he can make films which they can sell.

"And by getting Zukor's name on a contract of that type, he has half won the battle for American distribution for every British producer worthy of his salt, for if there is one thing more certain than another it is that American distributors in general follow where Zukor leads.

"There are half a dozen other 'big' American concerns who will readily listen to just such a proposition as J. D. has sold to Adolph. Are there any other British concerns capable of seizing the opportunity?"

The "Bioscope" had this to say of the deal:

"It has always been the contention of this journal that there was only one way in which British films could gain an entry not only to the American market, but to the markets of the world. This is the way of 'Good British Films.' When British producers make films which are good—that is, equal to or better than those of competing countries—there is nothing to stop them going to and being welcomed in any market. It is therefore a pleasure to find our repeatedly expressed opinions being corroborated in the securing by Famous Players of the world's rights of the three subjects being made by British National Pictures in London. It is true these pictures have not yet been seen, but the action of Famous Players in securing them places the producer and the producing company on the same level as competing companies and producers in the States. The anticipated pictures are judged by past performance, and the result expected is classed as being dependable to the extent of warranting the pictures being secured even without being seen."

The "Cinema," another leading trade organ, commented on the political aspects of the deal as regards reciprocity, stating in part:

"When J. C. Graham, of Famous-Lasky, was asked how it came about that a firm so particular in its output permitted itself to blind-buy three pictures, he remarked, 'You ought to be able to figure that out for yourself.'

"The suggestion was made that the trade might regard it as lending foundation to the charge—levelled when reciprocity was discussed—that America was willing to pay £50,000 to gag those who were urging the more-British-product policy.

"Mr. Graham emphatically denied that any such charge would be justified.

"Reciprocity was my idea," he asserted. "Those who say we wanted to use it as a gag read into it something that was never dreamed of in America. It was a perfectly genuine plan, suggested in all good faith to ensure a reasonable output of British films into America—an output which would

naturally have grown as more worth-while British films were made. My firm never lent itself, and would never lend itself, to any under-the-surface policy of the type suggested. The reciprocity plan was dismissed over here before we had had time fully to consider it in America. After the Joint Trade Committee had dismissed it, we naturally ceased to give it any attention."

Barelays Bank, in London, is reported to have entered into an agreement to finance British National Pictures, Ltd., through the efforts of J. D. Williams. This is said to mark one of the few times in British film history that a producer has received the support of a banking institution.

Major H. C. S. Thomson, formerly managing director of F. B. O., is now interested in financing British and Continental production.

In an interview Thomson said he believes that films will settle in two classes; those made for national distribution and others for international sale. He pointed out that America's big advantage, apart from her start, is that 75 per cent. of her income is from her own country and therefore American companies can afford to sell reasonably in the foreign market.

England must make pictures a trifle better than those of America in order to secure a market in the United States, Thomson declared. American producers will buy pictures which are better than their own, he asserted, pointing out that they are far more interested in theatres they operate than they are in their own films.

## Iowa Sunday Shows Animosity Far from Waning

One application for injunction has been asked to prevent the Armory Theatre Company from opening on Sunday, even though the people of Clarinda, Ia., voted for the Sunday shows.

Another application for injunction was denied, Judge Moffitt of Tipton, Ia., declining to restrain the exhibitor from operating, but consenting to restrict him from using loud music which would disturb church-goers and preventing him from displaying signs or glaring lights beyond the west line of his building. The exhibitor is Jacob Lewis, manager of the Latonia Theatre.

## Ziehm Founds Distributing Organization in Germany

A distributing organization in Germany operating through seven branches and handling pictures of a high calibre has been founded in Germany by Arthur Ziehm, organizer and salesmanager of the foreign department of the former Goldwyn-Cosmopolitan Distributing Corporation. Three productions have already been completed and a fourth which is planned as a "super" will have Werner Kraus, Conrad Veidt, Maly Delschaft and Harry Liedtke.



# Musicians' Strike in Chicago Settled

## Three Year Contract Signed Giving Players \$2.50 Increase Weekly; Boston, Kansas City, Mo., and Houston Factions Settle

**T**HE musicians' strike in Chicago, which commenced Labor Day, when three thousand players left the pit, has been settled with one remaining point of difference, the settlement terms indicating a victory for the theatre owners. A three-year contract has been signed giving the musicians a flat raise of \$2.50 weekly, and a \$2.00 increase for one rehearsal weekly.

The one difference of opinion existing, that of four-piece orchestras in smaller theatres of the city, has been submitted to an arbitration board of five members, composed of two men from each faction and the fifth, Dr. Karl Meyer, Chief of the Cook County Hospital, who will also be chairman of the board.

Musicians have lost approximately \$200,000 in wages during the strike. The theatres, backed by public sympathy, reported business relatively good for the strike period. No attempt was made to hire non-union players, the managers providing radio and phonograph music.

Other cities throughout the country have also been waging battle with the musicians' and projectionists' unions over wage and working hour differences.

In Boston a new wage scale has been adopted by agreement of the Allied Theatres of Massachusetts and the Boston Musicians' Protective Association, and which became effective on Monday of this week. Under the new scale musicians in vaudeville and picture houses playing 14 performances per week will receive \$72 per week; houses playing feature pictures and legitimate, \$94 per week; burlesque houses, 12 performances a week, \$60; musical shows, eight performances a week, \$64.

Following the increases granted theatre musicians, a two-year contract was signed Monday, September 13, between the Allied Theatre Managers' Association and the Moving Picture Operatives' Protective Union in Boston, whereby increases are granted projection operators. The agreement is retroactive to September 1.

Under the agreement operators in first-class theatres who were paid \$75 a week are advanced to \$83 per week, and the chief operator to \$125 per week. Second-class houses operating six days, where the old scale called for \$51 per week, the new scale is \$62 per week and \$13 additional, or an increase of 50 cents for Sundays. In third-class theatres where the old scale was \$51 and \$12.20 for Sundays, the new scale is \$57 and \$13 or a total of \$70 for a seven-day week. Operators in film exchanges are advanced in similar proportion.

The strike of theatre musicians, motion picture operators and stage hands, which was declared Saturday night in Kansas City, Mo., in sympathy with the West Coast strike, was called off Sunday morning at 8 o'clock before it had affected any of the theatres. Advice that the unions of the West Coast had settled their dispute ended the strike in Kansas City.

Managers Jack Quinlan, Earl T. S. Cook and Lawrence Lehman, of the Mainstreet,

### Moe Mark May Build House on Upper 5th Ave.

**P**URCHASE by Moe Mark of the North Star Theatre property on Fifth Avenue between 106th and 107th streets, New York City, from George H. Earle, Jr., of Philadelphia, was announced this week.

Mr. Mark stated that the property had been purchased by him as a personal investment, and that he had already received two excellent offers for the property, either one of which he might accept.

If not, he said, he would construct a 2,800 seat house on the property, to cost about \$800,000. This would presumably become a link in the Stanley Mark Strand chain, of which the Stanley Company of America is the parent corporation.

Pantages and Orpheum, respectively, had obtained substitute musicians, stage hands and operators for emergency use. The first two houses are first-run motion picture theatres, as well as vaudeville. Attendance was larger than usual, the managers reported, due to the curiosity of patrons to see how the theatres would meet the threatened strike.

The wage controversy between motion picture operators and exhibitors has been settled for two years, at least. The scale agreed upon this week consists of an increase of 6 per cent the first year and an additional 4 per cent increase the second year. The agreement was reached at a conference of committees representing the M. P. T. O., Kansas-Missouri and the operators' union.

The new scale: Class C Houses: \$35 night, \$5 for matinees, under 500 seats. Class D Houses: \$36 nights, \$5 for matinees, 501 to 800 seats. Class E Houses: \$42.50 night, \$5.50 matinees, 801 to 1,200 seats. Class F Houses: \$49 nights, \$6 matinees, more than 1,200 seats.

The strike of union motion picture machine operators and musicians in three Waterloo theatres was strengthened this week by a sympathetic strike by corresponding employees of two Cedar Rapids theatres, the Strand and the Palace, which, with the Strand, Crystal and Palace at Waterloo, are members of the A. J. Diebold chain.

The Cedar Rapids men are under a two-year contract which has one year yet to run. They are making no demands of their own, but with the musicians are supporting the demand of the operators for an increase of \$4.70 a week.

The Crystal Theatre at Waterloo is closed, the other two are continuing operation with non-union operators and phonographic music.

A style show slated for the Strand early this week was called off when a local merchant refused garments to sixteen imported

girl models. Other theatres which have granted the increase, are unaffected.

The Northwest dodged serious consequences in the recent epidemic of strikes among operators, musicians and stage hands only the Seventh Street and Hennepin-Orpheum theatres being affected in Minneapolis since Pantages has not yet reopened.

The Palace in St. Paul and other Orpheum houses in Des Moines, Davenport, Cedar Rapids, Waterloo and Sioux City were affected.

Two other houses were hit in Waterloo, the Crystal closing and the Strand and Palace using non-union operators and phonograph music.

Twin City exhibitors have a contract that still has another year to run.

Houston theatres have been in the grip of an operators' strike and twelve theatres were closed for two days. Settlement was reached through a series of conferences between representatives of the operators and Will Horwitz, representing the theatre interests.

The owners agreed to pay the scale demanded and the operators agreed to the classification insisted upon by the owners. The following scale of pay will prevail, according to the new agreement:

For the Metropolitan, Loew, Majestic and Kirby, \$57.50 per week. These theatres, with the exception of the Majestic, are in process of construction.

For the Isis, Capitol and Queen, \$55 per week.

For the Texan and Royal, \$53.75 per week.

For the Liberty, Ritz, Iris and Rialto, \$52.50 per week.

The Strand, Best, Folly, Olympic, Houston and Crown will pay \$46.25 for the first six months and \$47.50 for the next six months, it was stated.

The threatened strike of some eighty musicians, stage hands and operators employed by the St. Louis, Grand Opera House and Orpheum theatres, St. Louis, Mo., which was set for midnight on Saturday, September 4, proved a mere gesture by the unions as all of the workers reported for the Sunday morning rehearsals as usual. They stated that the internationals had called off the strike.

The strike move was in sympathy with the strikers in San Francisco and Oakland, Calif. including Orpheum Circuit workers.

The St. Louis workers had absolutely no grievance against the local theatres. A month ago the musicians signed a contract for one year at an increased scale, while only two weeks ago the stage hands entered into a two-years' agreement with the theatres, also receiving a salary increase.

These contracts, which are binding on the craftsmen as well as the theatres, stipulate that two weeks' notice be given before resignation which is part of the contract.

The theatres were prepared to operate without members of unions if forced to so protect the \$5,000,000 investment in Orpheum houses.



# Germans Favor Original Film Music

## Prominent Composers Turn Talents Toward Composition of Screen Scores; Rapee an Important Factor in Berlin Affairs

*\*By Harry Knopf*

*(Hamburg Film Journal)*

WE are, today, in Germany, in an era of film music, with a growing tendency toward the composition of special motion picture music. To each picture, we realize, belongs a companion musical score, which carries out the theme of the picture—the soul or spirit of each scene—and it is unfortunate when the music is not in complete harmony with the picture. We are well on the way to good film music today, with leading conductors and composers arranging musical scores for pictures, but this is not enough. Motion pictures must eventually have their own music, composed for that special purpose.

Any really important film demands special music, and it is not possible to find existing numbers which will exactly fit its needs. Naturally, there are many technical difficulties in this task. The music must fit the picture as regards changing moods, length and tempo. In Germany, for many years, prominent composers have written special film music scores with great success. Particularly well known is the creator of the music for "Fridericus Rex" ("Frederick the Great"), Dr. Marc Roland, who wrote the music after the picture was finished, projecting the picture slowly many times and composing music to fit each individual scene. Roland, who is thoroughly experienced at this work, works only with the author of the manuscript, making suggestions concerning changes in the continuity and cutting which would offer chances for effective musical scoring.

Another well-known film composer is Gottfried Huppertz, who wrote the score for Fritz Lang's "Nibelungen" films. Huppertz was an operatic singer, and appeared in concert, until he encountered Lang, who, like himself, was born on the Rhine. Lang suggested that he write the music for "Siegfried." This score was markedly successful. Huppertz is now working on Fritz Lang and Thea von Harbou's "Metropolis," the fantastic idea of which has inspired him to create some highly unusual motifs, working daily in close association with the authoress.

"The Last Laugh," which enjoyed a considerable success in New York, had its own score of original film music written by Dr. Giuseppe Becce. Dr. Becce is one of the leading composers and conductors of Berlin. He has been engaged in scoring motion pictures for years. At first he faced many difficulties, but he is now recognized as one of the outstanding men in the field, and his score for "Tartuffe," with Emil Jannings, compiled from existing music but ingeniously treated, was very well received by the critics of the Berlin press.

Hans May and Edmund Meisel are also well known through their score for a Russian picture, and many other prominent pictures. Their film music is selected with care and excellent taste, which has made them popular in this field. Their musical score, for example, was hailed as more thrilling than the picture itself. With three large drums and other powerful instruments they produced the noises of the machinery, engines and propellers, which play such a

prominent part in the picture, with great success.

Schmidt-Gentner, conductor of the Capitol Theatre, Berlin, is another of this group, and his scores have met the most difficult picture demands. His companion score to "His People" will be long remembered, because it fitted so perfectly the theme of the picture. The atmosphere and locale of the picture is entirely Jewish, and although Schmidt-Gentner is not of this race he succeeded in pleasing the most critical with his tasteful use of Hebrew melodies.

We must not, however, forget one man who has perhaps done more than any other man in Berlin. A year ago there came to Berlin from New York a man who, so long as he was in Berlin, was the centre of film musical affairs—Erno Rapee, a musician of wide experience and education. At the Ufa-Palast he showed the people of Berlin the real possibilities of film music.

The members of his orchestra fairly worshipped him, and the people of Berlin gave him generous credit for the musical scores which he prepared for such pictures as Ufa's "Variety" and "Manon Lescaut," and the American film, "The Lost World," to name only a few of the many which he scored, and which made him known as the "King of Film Musical Conductors" in Berlin. For the film, "Ways to Strength and Beauty," he composed original music, which was just as successful as his arrangements, which showed the hand of the artist. There were those who sought to detract from his work, but he went steadily ahead without regard for them.

His method was one which led to popular  
(Continued on next page)

# West Coast Theatres Gross Increases

## Los Angeles "Times" Estimates \$15,000,000 Business for Current Year; Company's Capital Stock Shares May be \$8.50

EARL S. CROWE, writing in the Los Angeles "Times," estimates the gross business of West Coast Theatres Company in excess of \$15,000,000 for the current year. This circuit, which numbers 165 theatres, grossed \$13,000,000 in 1925. The box office receipts for 1926 will have increased by two-thirds over that for 1924, when, Crowe says, the company business totaled \$9,500,000.

For the first six months the net earnings of the company approximated \$850,000, or an annual rate of \$1,700,000, says the "Times" article. Earnings available for the capital stock on this basis will be around \$8.50 a share though earnings are figured before depreciation because the government has not yet approved the company's method of figuring depreciation as it affects the income tax.

The Crowe story is a discussion of market activity as it relates to film stocks and says that the activity in Class A stock of Fox Films is due, in large part, to the

company's ownership of 40 per cent. of the stock of West Coast Theatres. The Fox statement, issued recently, shows a net income of \$1,400,743 for the corporation and its affiliated companies for the first six months in 1926.

"West Coast has about 200,000 shares outstanding, paying \$1.20 annually. Of this amount, Fox owns about 80,000 shares, on which it receives dividends of approximately \$96,000 annually, or the equivalent to 24 cents on the number of Fox Film Class 'A' shares outstanding," Crowe's article states. "At the rate West Coast earnings are running, there is the possibility of a dividend increase on which to speculate, which, if it materializes, would materially improve the financial position of the Fox 'A' stock.

"Aside from the possibilities of additional revenue from its West Coast investment through the payment of higher dividends, the Fox Film Corp. always has the expectation of realizing on its entire investment of

a considerable point. If Fox is not the ultimate buyer of majority control in West Coast Theatres, the probabilities are that some other motion picture group will eventually offer a price for all the stock that will be accepted. It is understood that several banking groups have appraised the properties, although the West Coast management has persistently denied any intention of selling.

"In the opinion of those close to the theatre industry, the future of West Coast theatres lies in the direction of consolidation, rather than in further expansion. The system now has about 165 theatres in this State, all of which are reported to show steady improvement in earnings. In the possession of any of the large independent picture combinations, this string would represent a valuable asset, both as an outlet for pictures and as a revenue producer. As far as the Fox Film Corp. is concerned it will benefit no matter which way the tide turns."



## Stanley-Rowland-Clark Offers New Bond Issue; Stanley Earnings \$1,142,567

**F**IRST mortgage 6 per cent sinking fund gold bonds to the extent of \$4,000,000 were offered this week by the Stanley-Rowland-Clark Corporation. The additional capitalization of the company, formed to acquire and operate the 22 Rowland & Clark theatres in Pittsburgh and vicinity, includes \$3,000,000 in 7 per cent preferred stock and 4,000 shares of common, no par value.

The Stanley Company of America guarantees the payment of principal and interest. The present market value of the outstanding capital stock of the Stanley Company is set forth as in excess of \$45,000,000, and earnings are given as follows:

1923, \$970,833.24; 1924, \$882,909.63; 1925, \$1,584,271.27; 1926 (26 weeks), \$1,122,569.91; a yearly average for the three and one-half year period of \$1,142,656.87.

## Industry Co-operates With Navy

### Film Boards of Trade to Handle Two One-Reelers of Navy Life Free to Theatres

**T**HE United States Navy will receive the utmost co-operation from the motion picture industry in showing the people of the United States just what the Navy and the Merchant Marine are and what they are doing for the country.

Two single-reel films depicting the activities of the two great nautical departments will be distributed free of charge to theatres through the various Film Boards of Trade. The two pictures, "Don't Give Up the Ship," and "It's the Navy Way," will be ready for exhibitors on October 24th and will be featured in the Navy's celebration on Navy Day, October 27th, the birthday of the late Theodore Roosevelt.

Full co-operation to the United States Navy has been pledged by the producing and distributing companies belonging to the Film Boards of Trade, the Motion Picture Producers and Distributors of America, Inc., and hundreds of theatre owners. The Eastman Kodak Company has contributed 200,000 feet of film for the pictures and the Consolidated Film Industries, Inc., are making the prints at no cost to the Navy. The national distributing companies, besides paying for the negative, are also dividing the work necessary for the distribution to theatres. One exchange in each exchange city will handle the prints assigned to that territory; the Film Boards of Trade cooperating in booking and handling the prints.

The Navy will furnish posters free and in the 265 cities where recruiting stations are had the recruiting forces will be placed at the disposal of exhibitors to help in exploiting the pictures. As on Navy Day there will be U.S. ships in every harbor special ceremonies participated in by these ships can be linked with the exploitation. Sailors, bands and display material will be available in many cities. M. H. Lewis, of Famous Players-Lasky and Jerome Beatty of the Motion Picture Producers and Distributors of America, Inc., comprise the committee appointed by the national distributing companies to assume charge of the distribution details of the two films.

These Navy pictures are in no way recruiting pictures and contain no propaganda. They will show people just what the Navy is and what it is doing. They have real entertainment value and include many shots never before shown.

### Oscar Kantner Recovering from Major Operation

Oscar Kantner, connected with the Famous Players Exploitation department, who underwent a major operation in an Indianapolis Hospital recently, is recovering and is expected to regain his health in the near future.

## Germans Favor Original Film Music Score

(Continued from page 1171)

success, and he introduced jazz in conjunction with film music. One week at the Ufa-Palast, during Comedy Week, he placed a jazz band on the stage, playing the newest hits from America, with 14 men, as an overture to the picture. This was his first experience in conducting a jazz orchestra, but his success was overwhelming. Rapee was himself astonished at the welcome given this music, and the encores demanded by the great applause. After the overture, the same jazz band was used during the film, in connection with the grand orchestra. Shortly after, he composed a jazz number, "Oh, You!", which became a hit over-night. Everyone was singing and playing the song.

But he went ahead with other plans. Classical music he arranged as jazz. Liszt's "Second Hungarian Rhapsody" was arranged in jazz style, and the public was equally enthusiastic, an encore being demanded in no uncertain terms. So Rapee became famous over-night as a composer of jazz. At dances everywhere Rapee music was heard, and he was the outstanding musical figure of Berlin.

He realized that the time had come when jazz was an important factor in film music, and he used it in connection with classical music. Realizing its importance, his every effort was for the advancement of film music. He built up, at the Ufa-Palast, a film music library for Ufa of 5,000 pieces, and of enormous value. Now that Rapee has left, his loss is felt keenly.

The position of film music today is of increasing importance. It is, as we say in Berlin, "in children's shoes," but greater value is being placed on the special score, with the growing realization that the greatest future of our modern composers lies in the direction of original film music.

## Greater Rivalry Anticipated from Innovation in Fall Film Golf Tournament

**A**N innovation has been decided upon by the committee for the Fall Film Golf Tournament which takes place this year at the Sound View Golf Club, Great Neck, Long Island, on Sept. 29. The idea is to have two opposing forces named, appropriately, the "Cohens" and the "Kellys."

Each member of both teams will carry prominent identification so that there will be no confusion. The captain and lieutenant of each team will receive a silver cup and each member will receive a prize.

This departure from the usual rules will not affect the long standing prizes. To date the following organizations and individuals have announced awards: Low Net Runner-Up, Pathe exchange; Low Gross, Warner Bros.; Low Gross Runner-Up, Motion Picture News; Class A, Arthur Stebbins; Class B, Watterson R. Rothacker; Class C, Jack Cosman; Putting Trophy, Carl Laemmle.

The committee consists of Elmer Pearson, Pathe; William A. Johnston, Motion Picture News; Felix Feist, M-G-M; G. Bruce Gallup, United Artists; Arthur W. Stebbins, 1540 B'way and Jack Alicote, "The Film Daily."

In a two-day drive for entries the Committee lined up 120 golfers, who will be on hand Wednesday, September 29.

The committee asks those who have not sent in their entries to do so immediately.



# F. B. O.-Ideal Release Deal Set

## Kennedy Concludes Negotiations for Distribution in Great Britain

JOSEPH P. KENNEDY, president of Film Booking Offices, announced this week in a cablegram from London, that he had concluded negotiations whereby all pictures made by his company will be distributed throughout the United Kingdom by Ideal Films, Ltd., of England, one of the oldest and most important distribution agencies in Great Britain.

Five weeks ago Mr. Kennedy sent Colvin W. Brown, vice-president in charge of distribution for F.B.O., to England to open the conferences and two weeks later embarked for England and, with Mr. Brown, took up the distribution matter with the principals of the English company, which led to a successful conclusion.

Ideal Films, Ltd., has fifteen branches in England, Ireland, Scotland and Wales, and furnishes films to all the leading theatres in the United Kingdom. Film Booking Offices will have a permanent outlet for its product in this field through the new alliance.

Mr. Kennedy and his associates feel that this new deal is an important step in the cementing of friendly relations between the motion picture industry in America and in Great Britain. News of the successful termination of conferences looking toward the

new deal was received with pleasure by all branches of the industry in England, says F.B.O.



Joseph P. Kennedy

# Intense Drive at F. B. O. Studios

## Gold Bonds and Special Productions Coming Through Under King's Supervision

THOSE units filming Gold Bond productions and those filming specials for Film Booking Offices are busily engaged at present, under the supervision of Edwin C. King, vice-president in charge of production. Production has been completed on some and others are in the cutting and titling stage.

"Kosher Kitty Kelly," featuring Viola Dana, Vera Gordon, and Natt Carr, has been previewed at the New York offices of the company and is scheduled for an early Broadway release. "Breed of the Sea," a melodrama of the sea, is in the final stage of cutting and titling and will be ready shortly. Ralph Ince directed and played a dual role in this production and the supporting cast includes Dorothy Dunbar, Margaret Livingston, Shannon Day and Pat Harmon.

Filming of "Rose of the Tenements," an adaptation of the novel, "The Stumbling Herd," by John Moroso, is well advanced under direction of Phil Rosen. Shirley Mason and Johnny Harron are featured in this story of the Cherry Hill district of New York City. Sidney Franklin, Evelyn Selbie, James Gordon, Valentina Zimina, Lolita Lee and Kalla Pasha are in the supporting cast. These are two Gold Bond pictures.

Fred Thomson is now making "A Regular Scout." Exteriors are being shot on Mount Whitney, where Thomson is en-

camped with a company numbering a hundred. This production is being made with the endorsement and co-operation of the Boy Scout organization of which Thomson was once a member. Olive Hasbrouck has the chief feminine role and Silver King, Thomson's horse, has an important part. It will be known as a Fred Thomson special.

Viola Dana is at work on the first of six starring productions titled "They're Off." Eddie Dillon is directing. "Hi! Taxi!" is the title of the George O'Hara feature length picture which Del Andrews is directing. James Hogan is filming a story with Ranger, the dog star, in the stellar role.

Bob Delacy is directing Tom Tyler in a new Western, "The Kid's Last Fight," with little Frankie Darro as chief support. "Sherman Was Right," Alberta Vaughn's first feature length production, has just been finished.

## New Offices in New York for P. D. C.

Producers Distributing Corporation has changed its New York City headquarters location. The company is now lodged in new offices at 1560 Broadway, at the corner of 46th Street. Telephone numbers now are Bryant 4220, 1, 2, 3, 4, 5, 6, 7, 8, 9.

## New Gotham Exchanges for Cleveland and Cincinnati

Sam Sax this week added two exchanges to his national list when he opened his Cleveland and Cincinnati branches with M. C. Howard placed in charge as general manager of both with headquarters in Cleveland. For the past two years Howard has been connected with the Standard Film Service of Cleveland.

The only territory yet to be settled by Gotham is Denver. Budd Rogers, vice-president of Lumas, is now in the West and it is expected that contracts for the remaining territory will be signed immediately.

## Promotions in First National Canadian Sales Force

R. S. Bell, manager of the First National Exchange in Winnipeg, has been promoted sales manager of the western part of the Dominion, with headquarters at Winnipeg. He was selected to aid W. A. Bach, Canadian district manager, in the furthering of the First National interests in the West.

M. J. Isman, salesman under Bell for the past year, has been promoted to the position of manager of the Winnipeg Exchange.

## Betty Compson in The BELLE of BROADWAY



HERE'S the answer to a showman's prayer.

It's the second of the twenty-four Columbia box-office wallops.

Film Mercury says: "It's miles ahead of at least nine-tenths of the program pictures of Paramount, Fox, Universal and First National."

BOOK  
24



BOOK  
24





Rabbi E. R. Trattner

## RABBI JOINS FIRST NATIONAL Dr. Trattner Assistant to M. C. Levee

**R**EVEREND ERNEST R. TRATTNER, leader of the Temple Emanu-El in Los Angeles, has given up his title to become confidential assistant to M. C. Levee, general executive manager of First National production at the Burbank studio.

Rabbi Trattner, twenty-eight years of age, was born in Denver and educated in Chicago and Cincinnati. He came to California about seven years ago and established himself at San Diego. A couple of years later he was called to the Emanu-El congregation then numbering thirty worshippers and now under his leadership exceeds six hundred people.

He is noted as an orator and has been interested in many non-sectarian organizations as an active member.

## F.&R. Add 120th House to Chain

**Takes Over Oxford Theatre, St. Paul; Wm. Smalley to Build Ten Theatres in N. Y.**

**P**ROMINENT in the news of theatre acquisition and construction this week is the report that Northwest Theatres, the Finklestein and Ruben interests, has acquired its 120th house, the Oxford, St. Paul.

A deal closed this week is said to have placed the theatre in its hands. It was bought from William Schaefer and possession will be given September 27.

The Oxford is known as one of the most profitable and one of the finest neighborhood theatres in the Twin Cities. It brings the F. & R. theatres in St. Paul to 18, twelve of which are neighborhood houses.

The battle raging between Fiseher-Paramount and the Saxe Enterprises is focusing at Oshkosh just now with the former company breaking ground for a new theatre and the latter announcing that work on their new house is being rushed.

Another skirmish is reported from Madison, where Saxe is building in opposition to the Fiseher interests. The recent purchase by Universal of 11 houses from Silliman-Grauman, Milwaukee, and the building of houses at Racine and Kenosha by Universal makes the fight a three-cornered one.

Blank Enterprises, backed by Paramount, and another large chain are said to be bidding for the new theatre at Waterloo, Ia., planned by the Badger Building Company, Milwaukee.

William Smalley plans to build ten new theatres in New York State in the near future, each house to be of a type similar to his Cooperstown Theatre. He has organized a financing company.

George Nicholas, managing director of United Amusements, Limited, Montreal, operating a chain of high class moving picture theatres in Montreal, has announced that his company has acquired control of two more houses, making ten in all now in actual operation with an eleventh theatre in course of construction.

The latest theatres to be acquired are the new Amherst, at St. Catherine and Amherst streets, in which the Allens of Toronto have a part interest, and the Westmount Theatre at Sherbrooke Street West and Grey Avenue. The Westmount was

formerly controlled by the Allens. The new Rivoli Theatre, which is being built by the company at St. Denis and Belanger streets, will be opened early in October, it is announced. The Westmount Theatre has been redecorated, but the Amherst is entirely new, having been opened last winter.

## Daring Taxi Driver Averts Theatre Receipts Theft

The robbery of \$8,000 from Harry Gittleston, treasurer and manager of the Colony Theatre, New York City, on Tuesday night was averted by the presence of mind of a taxi driver.

Gittleston was on his way to the bank with the money in the taxi, the usual police escort being absent due to primary elections, when two men jumped on the running boards and told the driver to turn into a quiet side street. Instead of obeying, the taxi driver drove full speed toward the nearest police officer, crying "Police!" The bandits escaped in the crowd, but the theatre receipts reached the bank safely.

## Stanley Advertising Co. Absorbs Roycroft Pictures

Negotiated by A. Pam Blumenthal, president of the Stanley Advertising Company, and Ernest Maas, representing Roycroft Pictures, Inc., a deal was consummated this week as a result of which the latter company is absorbed and acquired by Stanley Advertising in affiliation with the parent company. A number of similar business deals are under way whereby Stanley will increase its scope and effectiveness, it is said.

Stanley Advertising have completed four films of contrary types. They deal with a large savings bank, the science of face rejuvenation, a civic record covering the history of Brooklyn for the past fifty years, and a film for a philanthropic welfare association.

## Rausch, Well Known Optical Man, Dies Suddenly

George R. Bauseh, aged 55 years, member of the well-known firm of Bauseh & Lomb, of Rochester, N.Y., died suddenly in the King Edward Hotel, Toronto, from an attack of angina pectoris. Bauseh, with a party of friends, had just returned from a fishing trip to French River, in Northern Ontario, and had stopped over in Toronto on their way home.

## Troy Operator's Chief Up for Re-election

Harry Brooks, president of the motion picture machine operators union in Troy, has announced that he is a candidate for re-election to the Assembly of the New York State Legislature. His associates plan to give him their active support from now until election day.

## M. P. T. O. Wisconsin Secretary Renominated

Henry Staab, secretary of Motion Picture Theatre Owners of Wisconsin, is particularly pleased at the outcome of recent primaries for he was re-nominated for the assembly by a gratifying majority. He was also recently reappointed member of the Motion Picture Commission of Milwaukee of which he has been a member for six years.

## Hays Organization to Launch Nation-Wide Offensive Against "Bicyclers"

**T**HE campaign against "bicyclers," launched at Helena, Mont., by the Film Board of Trade, which has succeeded in obtaining Federal warrants for the arrest of three Kalispell, Montana, theatre owners, is to be extended to every territory in the United States infested with the practice, is the declaration made by Gabriel L. Hess, Hays organization counsel, who says the distributors are determined to end the "bicycling" practice and will prosecute vigorously all alleged offenders.

Conservatively estimated, he said, distributors are robbed of \$1,000,000 yearly by "bicyclers," and in future will seek from the Government the protection which Hess says is guaranteed by copyright laws. Conviction on the charge, he says, carries a penalty of one year's imprisonment or a fine of from \$100 to \$1,000 or both.



# M-G-M Plans Traveling Theatre

Circus Style with Tent Seating 600;  
Week Stands and Daily Program Change

**M**ETRO-GOLDWYN-MAYER has adopted an idea conceived by F. W. Moredock, theatre manager, who plans a traveling movie palace with all the accessories of a road circus which will make one week stands, and show a daily change of program. Moredock figures on an outfit to include six trucks, a tent seating approximately six hundred people, and an equipment comprising 110-volt motors with speed control, three-power projectors and a number of special lenses.

Some of M-G-M's best productions of the past year will be shown with "The Merry Widow" and "Mare Nostrum" topping the list. An admission charge of \$1.50 will be made. The tour will cover the Southern part of this country.

In addition to the large tent there will be others housing a special lobby display, a travel exhibit on the way M-G-M films are made, a large publicity display of the company's stars, featured players and directors, and a dressing-room tent for the use of the traveling complement.

The show will get under way at Shelbyville, Tenn., where the initial week will be spent, the next towns on the route being Columbia, Sept. 27; Murfreesboro, Oct. 4; and Lebanon, Oct. 11. All these towns are in Tennessee. If the trip meets with the success that seems likely, a full winter program will be mapped out covering several Southern states.

# Company Name for U.A. Houses

Each of Twenty to be Known as "United Artists Theatre," Says Schenck

**J**OSEPH M. SCHENCK, chairman of the Board of Directors of United Artists Theatre Circuit, this week announced that each of the twenty theatres to be built by his company will be known as the "United Artists Theatre."

Mr. Schenck also stated that plans are now being considered for the New York, Boston, Detroit, and Chicago houses and that activities would begin immediately in other cities. These, however, says Mr. Schenck, are not planned as 5,000-seat houses as is the Philadelphia Theatre, but will have an approximate seating capacity of 2,000. Each house will have a distinctive type of architecture.

Plans for the theatre in Boston have already been submitted and construction will be started as soon as the site for the theatre has been definitely settled.

Mr. Schenck said that he had talked

with Douglas Fairbanks upon the latter's recent return from Europe and that the two of them were negotiating with Cert. the famous Paris architect, hoping to induce him to come to America and design the distinctive theatres.

## Crozier Assistant Production Editor Famous L. I. Studio

Emmet Crozier, a member of the scenario staff for Thomas Meighan, has been appointed assistant to Ralph Block, production editor at the Paramount Long Island studio. Crozier, besides assisting in the production of several of Meighan's stories is an ex-newspaper man. Before he joined the publicity department of Paramount two years ago, he was associated as a feature writer with the New York "Sun," the Kansas City "Star" and other papers for a period of about twelve years. During the World War a large newspaper syndicate placed him in London as foreign correspondent. Two years ago the publishing house of G. P. Putnam Sons and Company published a book of which Crozier is the author. The book is titled "The Life of Willie Hoppe."

## Additions to Cast of "Love 'Em and Leave 'Em"

Among those added to the cast of "Love 'Em and Leave 'Em," Frank Tuttle's new Paramount production, are Osgood Perkins, the stage player and dramatist; Marcia Harris, who appeared in D. W. Griffith's "The Sorrows of Satan," and with W. C. Fields in "So's Your Old Man," Vera Sisson, former screen star, and Elsie Cavanna, erstwhile member of the Follies and "The Comic Supplement."

Featured players in the cast of "Love 'Em and Leave 'Em" are Evelyn Brent, Lawrence Gray and Louise Brooks. The picture has just been put into production.

## Cleveland Leading in Lieber Month Drive

**T**HE second week of the Lieber month campaign of First National for an increase of gross billings witnesses Cleveland, of the Southern territory, in the lead with the other contestants for first place being Milwaukee, Western territory; New Jersey, Eastern territory, and Montreal, Canada.

It is likely that of the four victorious divisions, the division making the best showing will receive special recognition of some sort, although the nature of that recognition has not been determined upon as yet.

President Lieber has declared himself as well pleased with the results of the first week. Divisional sales managers Ned Marin, A. W. Smith, Jr. and Ned Depinet are planning flying trips through their territories to cooperate with the local sales force in putting the campaign over.

## FIVE YEARS of BOX OFFICE SUCCESSES!

and now the greatest program of all....



Preferred Pictures

presented by

J. G. BACHMANN

Sole Foreign Distributors: INTER-OCEAN FILM CORP.



## Futter Contracts for Freaks for "Curiosity" Series

Walter Futter, producer of the Curiosities, the Movie Side-Show series for Educational release, has arranged with the Filmhaus Niselske Company, of Berlin, Germany, whereby the German firm will supply him with interesting and unusual freaks to be found in Central Europe. The initial shipment under this contract has already arrived from Germany. Some of them are to be seen in "Whatnots," the third release in the Curiosities series.

## Rube Goldberg to Title "The Campus Flirt"

Rube Goldberg, nationally known cartoonist, has been signed to title "The Campus Flirt," a Paramount picture starring Bebe Daniels. It is a collegiate comedy, most of it being filmed on the campus of the University of California. James Hall is opposite Miss Daniels and Charles Paddock, race champion, and El Brendel have featured roles.

## Ian Keith Banker in Gloria Swanson's First for U. A.

Gloria Swanson has signed Ian Keith to play the role of a young banker in her first production for United Artists release. Other members of the cast are John Boles, leading man, Hugh Miller, Andres de Segurola, Anders Randolph. Albert Parker is to direct the picture which will be made in New York.



**T**HE amazing story of a woman who risked all for love and lost.

This is another of the 24 Columbia box-office hits. A perfect title, something new in stories and a big cast headed by Betty Compson.

You can't go wrong on Columbia Pictures. They are made for showmen--by showmen.

BOOK  
24



BOOK  
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## "Garden of Allah," Rex Ingram's Next Film

**A**BOUT the end of October, Rex Ingram, director for Metro-Goldwyn, will commence production on "The Garden of Allah," a screen picturization of the novel and play of the same name by Robert Hichens. Ingram will leave in the near future for his studio at Nice, France, and will take his company to Northern Africa for the exterior sequences, filming the interiors at his studio in Nice. To date Alice Terry is the only player slated for the film.

Hichens was at one time music critic of the New York World and is the author of many novels of which "The Garden of Allah" has proven the most popular. He dramatized it in 1911 and it was produced by George C. Tyler with Mary Anderson in the leading feminine role. In 1920, nine years after its original production, it was revived in England.

## Raymond Keane Cast for Chadwick's "April Fool"

Raymond Keane has been signed to do the leading juvenile role in "April Fool," a Chadwick production in which Baby Peggy will also appear for the first time following her temporary retirement. The cast also includes Alexander Carr, star; Mary Alden, Snitz Edwards, Duane Thompson, Edward Phillips, Nat Carr and Leon Holmes. Nat Ross is directing.

## Monta Bell in New York for Conference With Kattejohn

Monta Bell arrived in New York this week from the Coast for the purpose of conferring with Monte Kattejohn on the script for "The Greatest Show on Earth," which he will direct for Paramount. It will be a roadshow picture with Wallace Beery portraying P. T. Barnum.

## "Mama Kiss Papa" New Title of Warner Bros. Picture

"Mama Kiss Papa" has been chosen as the title of the E. Phillips Oppenheim story now in production at the Warner Bros. studio under the title "Inevitable Millionaires." Louis Fazenda and George Sydney head the cast. Camera work is expected to be finished in two or three weeks.

## Edna Williams Resigns As Foreign Manager for F.B.O.

After nine years association with the Company she founded, Miss Williams resigns her post as foreign manager of Film Booking Offices of America.

Her future plans will be ready for announcement shortly.

## Louise Fazenda and J. T. Murray in Warner Picture

Louise Fazenda and John T. Murray, legitimate and vaudeville headliner, are at present working in a new Warner Bros. picture based on a mystery story by Arthur Somers Roche, the title of which has not as yet been divulged.

## Players Selected for "Love 'Em and Leave 'Em"

In "Love 'Em and Leave 'Em" which Frank Tuttle is directing at the Long Island studio of Paramount, three of the principal roles will be in the hands of Esther Ralston, Louise Brooks and Lawrence Gray. Townsend Martin did the adaptation of the stage play of the same name by George Abbott and John V. A. Weaver.

George Webber is the chief photographer and Russell Mathews, assistant to the director.

## Leon Abrams to Direct "His New York Wife"

J. G. Baehmann, producer of Preferred Pictures, has engaged Leon Abrams to direct "His New York Wife," a comedy drama based on a story by Fanny Heaslip Lea and adapted to the screen by Frederie and Fanny Hatton. Alice Day has been borrowed from Mack Sennett to portray the leading role. Ethel Clayton has the second lead with Theodore Von Eltz and Erin La Bissoniere in supporting roles.

## Vilma Banky Playing Two Roles in "Barbara Worth"

In Sam Goldwyn's production, "The Winning of Barbara Worth," which Henry King is directing, two roles, those of mother and daughter, are portrayed by Vilma Banky. During the early course of the picture she appears as the young mother of Barbara and the rest of the film as Barbara Worth, the object of the attentions of Ronald Colman and Gary Cooper.

## "Michael Strogoff" British Premiere at Albert Hall

**T**HE European Motion Picture Company of London, distributors of Universal productions in Great Britain and Ireland, have arranged for an early premiere of "Michael Strogoff," the Universal Film de France production, at Albert Hall, London, England's largest place of entertainment, which seats 10,000.

Every presentation novelty will be on a scale commensurate with the quality and immensity of the film and auditorium. It is likely that players participating in the film will be on hand for the event and will appear in the atmosphere prologue preceding the showing. It has not been determined upon thus far whether Ivan Mosjoukine, the star, will be on hand for the opening. Since M. Sapene, publisher of the Parisian daily, Le Matin, is associated with Societe des Cineromans, the presentation at Albert Hall assumes an international bearing. French and diplomatic representatives will take part in the occasion and the event is declared likely to develop into a greater affair than the "Les Misérables" premiere in London.

As the New York premiere of "Michael Strogoff" is scheduled for the middle of October, in all probability the production will reach the English screen first, the tentative date set for Albert Hall being October 6.



# 6XBR Honored in Radio Parade

Warner's Portable Broadcast Station  
Welcomed in New York World's Fair

THE Warner Bros. portable radio station, 6XBR, which has broadcast programs from the stage of theatres in all the principal cities of the United States during its trip to New York from Hollywood, arrived here on Monday of this week and was accorded the honor place in a parade which ushered in the Radio World's Fair in this city. The station was welcomed to New York by Joseph E. McKee, president of the Board of Aldermen of New York, who officiated in the enforced absence of Mayor James J. Walker.

A special dance program, played at the City Hall steps, was relayed through the Warner station and picked up by Station

WFBH in New York City. Following this a series of addresses were made over the microphone with Monte Blue, Warner Bros. star, as the principal speaker. Addresses were also made by Sam and Jack Warner and the two children of H. M. Warner, Betty and Jack.

After the ceremonies at the City Hall were concluded the monster parade started its march up to the New Madison Square Garden where the World's Fair is housed. Thousands of people lined the sidewalks as the procession, numbering approximately one hundred special cars and floats, passed in review, with a motorcycle police escort and additional details of police scattered along the route to take care of the crowds.

# M-G-M "Week" in Los Angeles

Period Launched at Luncheon Tendered  
Louis B. Mayer; Many Notables Present

METRO-GOLDWYN-MAYER Week in Los Angeles was launched at a luncheon tendered Louis B. Mayer at which the Mayor of Los Angeles, prominent citizens of the city and M-G-M stars and featured players were present. Mayor George E. Creyer officially opened the celebration with the signing of a proclamation expressing appreciation of Metro-Goldwyn-Mayers' contribution to the progress of the city.

After the official act the Mayor paid high tribute to the film company in an enthusiastic address and Mr. Mayer replied with an acknowledgment of the Mayor's praise and a brief resume of the company's

achievements since its inception; the M-G-M vice-president paid high tribute to his associates in production, Irving G. Thalberg, Harry Rapf and Hunt Stromberg as well as other executives and actors and actresses.

Homer B. Wright, managing director of Loew's State Theatre, Los Angeles, stated that 150 theatres in Southern California were co-operating in M-G-M Week. After the speeches a huge cake was presented to Mayor Creyer and Mr. Mayer and the guests "cut themselves a piece of cake."

Trailers, lobby cards, electric light signs, extensive billing (already posted), and the personal appearance of the M-G-M stars in leading theatres will advertise M-G-M Week throughout the seven days. On Sunday, Sept. 12, aeroplanes will fly over the popular beaches of California showering carnations among the crowds. Attached to the carnations will be novelty throwaways with an announcement of M-G-M Week. Newspapers have been particularly generous in publicizing the week on the West Coast, and the entire Pacific seaboard is aware that the M-G-M celebration is under way.

# M-G-M to Screen Browning Story for Chaney

In a forthcoming starring vehicle, "Alonzo, the Armless," an original story by Tod Browning, Metro-Goldwyn-Mayer's versatile star, Lon Chaney, will appear without arms. Metro-Goldwyn-Mayer has just purchased the Browning story for Chaney's use, thus bringing together once again these two who have been associated in many pictures in the past. Chaney, it is announced, has already begun an intensive training course in the manipulation of his feet, as his role requires great dexterity in the handling of pencils, knives, forks and revolvers with those limbs. "Alonzo the Armless" will probably be filmed upon the completion of "The Ordeal."

# Changes in Pathe Field Forces Made by Scott

General Sales Manager Harry Scott, of Pathe Exchange, Inc., announced this week the transfer of A. W. Plues, formerly Branch Manager at Indianapolis, to the managership of the New Orleans office, to succeed H. L. Knappen, who resigned his position because of the ill health of Mrs. Knappen.

The Indianapolis Branch will be in charge of Assistant Central Division Sales Manager R. S. Shrader until a new manager is appointed. The changes become effective August 30th.

# Ted Shane Joins Writing Staff of Famous Players

A contract has been signed by Ted Shane whereby he becomes a member of the Famous Players-Lasky writing staff. He makes the fifth writer to be added to the staff within the last six weeks. The others being Max Martin, playwright; P. G. Wodehouse, fiction writer; Rube Goldberg, cartoonist, and Hermann Mankiewicz, dramatic critic.

Shane began his literary career as part-time staff writer for "Life" and was for some time motion picture critic on "The New Yorker."

# Wide Response to Film Fun-Educat. Contest

CONTEST replies estimated close to two thousand are the result of the Film Fun-ny Girl Contest announced in August to select a lead-in lady for Billy Dooley in his Educational comedies. The photographs submitted include small snapshots, though the larger portrait types predominate. Contestants rank in age from six to sixty years of age and are made up of amateurs and semi-professionals. Every section of the United States and Canada was represented, California being one of the most popular states to enter the aspirants. One Brooklyn girl sent in six portraits done by a New York artist of some repute. Scrapbooks pertaining to dramatic careers were received as well as pictures with elaborate folders.

The November and December issues of Film Fun will contain five pages of contestants. The winner of the contest is to be given a trip to the Christie Studio, where she will appear with Billy Dooley comedies for four weeks at a salary of \$100 per week. She also has the opportunity of becoming a star.



IF you've seen "The Lone Wolf Returns" or heard of the box-office boom it caused from coast to coast you know the Columbia caliber of this one.

Nobody's making 'em any better. This one is first-run quality. And there's 24 of them.

BOOK  
24



BOOK  
24



## Daredevil Airman Wins Role in Paramount's "Wings"

R. Carl Oelze, veteran pilot and daring flyer who risked his life in testing "Wings," Harry D. Donceett's safety parachute, which will float an airplane to the earth—was this week awarded a contract by Paramount to play the part of a German air captain in "Wings," Lucien Hubbard's production of the part played by the air service in the World War.

Oelze will also be in charge of the use of the safety device which minimizes the dangers of the air battle sequences. He intends flying to the Texas location in the same plane used in the famous test. This craft will be available for the use of the general staff, which includes other competent flying men in the persons of William Wellman, the director, John Monk Saunders, author, Robert Nichol, technical advisor, and Norman McCloud, comedy constructor.

## Bessie Love Feminine Lead in "Rubber Tires"

Bessie Love, who has just completed a featured role in "Young April," Donald Crisp's latest production from the De Mille Studio, has been signed to portray the principal feminine role in "Rubber Tires," a story of the auto camps, which Alan Hale will direct. The story is being adapted by Alan Hale and Frank Condon. Production is scheduled to get under way at an early date.

## Warner Oland and Jane Winton in "Beware of Widows"

Millard Webb directing Universal's Jewel production, "Beware of Widows," has added Warner Oland and Jane Winton to the cast, which features Laura La Plante. "Beware of Widows," an adaptation of the Owen Davis stage success, is a Universal Greater Movie offering and will reach the public next spring.

## A. M. P. A. Elects W. E. Eberhardt President

**W**ALTER EBERHARDT of First National was selected for the presidency of the A. M. P. A. at the election held at the Hofbrau Haus, New York City, on Thursday, September 9th. S. Charles Einfeld, also of First National, was elected vice-president, his office being the only one contested. Mel Shauer of Famous was elected treasurer and Ed Finney of Associated Exhibitors secretary. Lon Young was the other candidate.

On the board of directors are: Fred Baer (Excellent), Charles Barrell (Western Electric), A. L. Selig (Tiffany), and Julian M. Solomon. On the auditing committee are Henry Bate (Univ.), George Harvey (P. D. C.), Jacques Kopstein (Rock Prod.), Jerome Beatty is national counsellor to the U. S. Chamber of Commerce, Glendon Allvine (Famous), is on the advisory council, with A. M. Botsford (Publix), trustee for a three-year term.

## First "Collegian" To Be Released October 18th

**"THE COLLEGIANS,"** the ten two-reel comedies of college life written by Carl Laemmle, Jr., and according to that company their most ambitious to date, will be issued to exhibitors beginning October 18. Lou B. Metzger, Universal general sales manager, who made the announcement, stated one will be released every two weeks.

## Bullwinkle Manager First National Albany Branch

Jack Bullwinkle, New Haven exchange salesman of First National, has been appointed to the managership of the Albany office to replace A. J. Herman, who has resigned. A. W. Smith, Jr., sales manager of the Eastern Division, accompanied the new exchange manager from New Haven to his present headquarters where he was officially installed. Branch managers of New Haven tendered Bullwinkle a farewell luncheon preparatory to his leaving for the new post. They presented him with a handsome briefcase as a token of their esteem.

## "Anna Karenina" M-G-M Vehicle for Lillian Gish

Count Leo Tolstoi's masterpiece, "Anna Karenina," will be made into a screen production with Lillian Gish as the star, according to Irving Thalberg, executive of Metro-Goldwyn-Mayer. The Tolstoi novel will be adapted to the needs of the cinema by Mme. Fred de Gressac, scenarist for Metro-Goldwyn-Mayer's "La Boheme."

"Anna Karenina" will follow the completion of "Annie Laurie," which the actress is now making, and "The Wind," which Clarence Brown will direct, shortly.

## Famous Plans 'Barbed Wire' as Pola Negri Vehicle

A story called "Barbed Wire," based on "The Woman of Knockalee," Hall Caine's tale of the war, will be put into production September 19th, with Rowland V. Lee directing Pola Negri as the featured player. Lajos Biro, Hungarian playwright and author of "Hotel Imperial," Miss Negri's current production, and Jules Furthman are adapting "Barbed Wire" to the screen. The Caine story will follow "Hotel Imperial" and will be followed by "Camille."

## Grey Still Business Manager for D. W. Griffith

That all confusion may be set aside as to his position with D. W. Griffith, A. Griffith Grey has stated that although he has taken over the general management of the Famous Players-Lasky road show department he still continues as vice-president and general manager of the Griffith corporation. He also continues as Griffith's representative in all business matters pertaining to the latter's productions.

## Three Comedy Units Working at Sennett Studio

Three two-reel comedy units are in the midst of production at present on the Mack Sennett lot in Hollywood preparing comedies for Pathe release. Alf Goulding is directing one of the "Smith Family" fun-films with Raymond McKee, Ruth Hiatt, and Mary Ann Jackson heading the cast.

Del Lord is working on a comedy based on the action in a sanitarium. Madeline Hurlock, Billy Bevan, Thelma Hill, and Vernon Dent are prominent in the cast. Alice Day is starred in a new comedy directed by Earl Rodney. Danny O'Shea, Barney Hellum and Jerry Zier are in the supporting cast.

## Frances Agnew Titles Fox Films' "Summer Bachelors"

The editing and titling of "Summer Bachelors," the Warner Fabian story which Allan Dwan directed for Fox Films, is in the hands of Frances Agnew. As the screen version of the story had, up to this time, been in the hands of men it was thought worthwhile to let Miss Agnew handle it in order to inject the feminine viewpoint into its comedy and drama.

## Cast Chosen for Fox Films Production "Sunrise"

F. W. Murnau, who is here to direct "Sunrise" for Fox Films, has chosen Janet Gaynor for the pivotal role in this picture. George O'Brien will play the male lead and Margaret Livingston will play "the other woman." "Sunrise," formerly known as "A Song of Two Humans," is based on an idea suggested by Herman Suderman's novel, "A Trip to Tilsit."

## Lotta Woods Signs M-G-M Contract as Title Writer

Lotta Woods, erstwhile editorial chief of the Pickford-Fairbanks studio, has signed a long-term contract as title writer with the Metro-Goldwyn-Mayer Company. Announcement has not been made as to her first assignment under her new contract. She has just finished the titles for "The Fire Brigade," the William Nigh directed vehicle and fire spectacle.

## M-G to Re-Issue "The Four Horsemen"

**"THE** Four Horsemen of the Apocalypse," the Metro-Goldwyn picture which nine years ago established the names of Rudolph Valentino, Alice Terry and Rex Ingram before the movie public, will be re-issued, due to the urgent requests of exhibitors throughout the country. The old Metro Company made the picture in 1919. It created a box office record for receipts for a first metropolitan run, its gross of more than one million dollars being equalled only by "The Big Parade," now running at the Astor.



# CLASSIFIED AD SECTION

**RATES:** 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

## Wanted

**A-1 PROJECTIONIST** wants a steady position. 8 years experience with all equipments. H. A. Pope, Dierks, Arkansas.

**ORGANIST**—At liberty October first. Any make organ. Wurlitzer Studio, N. Y., pupil. Twelve years picture experience. Newest slide. Community singing if desired. Choicest references. Concert reputation. Must have A-1 organ. Address Box 810, c/o Motion Picture News, New York City.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

**EXPERIENCED** motion picture man wants to lease or buy motion picture theatre in city of three thousand or over, or will buy half interest in well established business. Eugene Pelletier, 1020 Wells Street, Milwaukee, Wisconsin.

**CHIEF OPERATOR**, 22 years' experience, desires a change. Would like complete charge of theatre circuits projection. For interview address J. R., care Motion Picture News, New York City.

**MUSICAL DIRECTOR** desires to make a change. Young married man. Has had several years experience as assistant conductor and conductor in some of the largest houses in the Middle West and South. Thoroughly experienced and capable in all lines of musical director's work, including arranging special overtures, orchestra novelties, presentations and scoring pictures. Have large library. Have been on present job two years. Best of references, including from present position. Have an attractive proposition to

offer. Address Box 950, Motion Picture News, New York City.

## For Sale

**FINE FILM STUDIO**, brick built on latest American lines, 3 stages 150 x 70 ft. each—concreted exterior stage 200 x 100 ft. Finest situation in England; any location within 60 miles. Equipped with lighting, flats, theatre, offices, complete dark rooms. Best offer wanted. Apply Box 4, Osborne-Peacock Co., Ltd., 11, Piccadilly, Manchester.

**LARGE FOTOPAYER** for sale, also other organs. Oldest concern, made world's greatest, now offers seven octave organs, with greatest improvements. Midmer-Losh, Inc., Merrick, Long Island.

**CLOTH BANNERS:** \$1.40, 3x10, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Banners. Associated Advertisers, 111 W. 18th Street, Kansas City, Mo.

**FOR SALE**—1,000 upholstered opera chairs in good condition. Address Box 60, care Motion Picture News, 729 Seventh Ave., New York City.

**REPRODUCO ORGAN** used four months. Paid \$2,075.00. Will sell for \$1,375.00. Honeymoon Theatre, South Bend, Indiana.

**FOR SALE**—Bell & Howell automatic machine. Model D. Standard film perforator of Chicago, U. S. A. Absolutely new from works with all accessories, available in Paris. Price and conditions from Truchot, Ingénieur, 29, rue des Montiboeufs, Paris.



Interesting adaptations of press book suggestions mark the majority of newspaper displays used by first run theatres to exploit "So This Is Paris," the Ernst Lubitsch production for Warner Bros. The layout above shows reproductions of displays in a number of cities. The ads reproduced are those of the following theatres: Grand Central, Lyric Skydome and Capitol, St. Louis; Loew's Orpheum, Boston; Loew's State, Cleveland; Pantages, Kansas City; Loew's Buffalo, and Alhambra, Milwaukee.





# Studio Briefs



Ted McNamara, whose work in "Shore Leave," with Richard Barthelmess attracted attention, has been placed under a long term contract by Fox Films, it was announced this week by Winfield R. Sheehan, vice-president of Fox. McNamara also appeared in "Upstream," directed by John Griffith Wray. He received a real opportunity when Raoul Walsh cast him as a comedy provate in "What Price Glory?" His first assignment under his new contract will be in "The Monkey Talks," which Walsh will direct.

Hank Mann, the first comedian to have appeared on the Fox lot, this week stepped into the cast of "Going Crooked," the film version of the play produced under the direction of George Melford for Fox Films. The leads are Bessie Love and Oscar Shaw and the supporting players Gustav Con Seyffertitz, Leslie Fenton, Degar Kennedy, Lydia Knott, William Worthington and Bernard Siegel.

The celebrated animal impersonator, Jacques Lerner, arrived in New York this week aboard the French liner *La Savoie*. He stayed but two days in the metropolis and then proceeded on his way to Hollywood, where he will portray the part of the talking monkey in "The Monkey Talks," a forthcoming Fox Films release.

F. B. O. has signed Charley Bowers to a five year contract because of the success of his novelty mechanical "Whirlwind" comedies. The comedian is at present engaged upon two additions to the series. "The Non-Skid Bananna" and "The Unsquirttable Pickle."

Having arrived in Los Angeles, "Gunboat" Smith will make his second appearance under his long-term Paramount contract when he works under William Wellman's direction in "Wings."

## Simmons Pictures Gets Bray Foreign Rights

**N**EGOTIATIONS which had been going on for some time were finally culminated this week when the Simmons Pictures Corporation acquired this week the complete foreign rights (outside of the United States and Canada) to eighty-eight releases, the Bray Studio product for the season of 1926-27. The Bray Studio, in consequence of this transaction with Simmons Pictures, will now devote its exclusive efforts in the future to production and the distribution of product in the United States and Canada. Information requested from the Bray offices with regard to the foreign rights of the Bray product will be referred to the Simmons Pictures Corporation.

Prints of eleven Bray subjects have been forwarded to the Simmons Company. They will be shown in the course of the next few days to resident foreign buyers and agents for the foreign market.

## Associated Holds Second Meet in Chicago

**B**ETWEEN the dates of September 11th and September 14th, the Drake Hotel in Chicago was the scene of the second of the regional conventions of Associated Exhibitors at which twelve exchanges were represented under the supervision of E. J. Smith, general manager in charge of distribution. The men became acquainted with the new policies of Associated Exhibitors and the schedule mapped out for the 1926-27 season. With regard to the exhibitor, Smith stated in his address: "We are successful only insofar as the exhibitor is successful. His welfare must be our primary concern. Without him we fail, with him the sky's the limit."

Two more regional conventions will be conducted by Smith, one in the South and the other on the West Coast.

Included in the cast of Herbert Brenon's current production for Paramount, "God Gave Me Twenty Cents," are three of the Paramount junior stars, Thelma Todd, Walter Goss and Jeanne Morgan. Goss is also a member of the cast of "The Popular Sin."

"Sunshine of Paradise Alley," Chadwick First Division picture, goes into production next week under the personal supervision of I. E. Chadwick, president of Chadwick Pictures Corporation. Josephine Quirk adapted the story for screen purposes from the stage play of the same name by Denman Thompson, author of "The Old Homestead." Chadwick is now selecting the cast which, will be made known next week.

Among the players engaged for important parts in "Dangerous Friends," the Banner production to be released through Sterling Pictures Distributing Corporation, are Finis Fox, T. Roy Barnes, Marjorie Gale, Gertrude Short and Arthur Hoyt. Samuel J. Briskin, producer of the picture, has chosen Finis Fox to direct "Dangerous Friends," from the scenario by Charles Logue.

With the selection of André De Beranger the cast of the principals for "The Popular Sin," Florence Vidor's new Paramount starring vehicle which Malcolm St. Clair is directing at the Long Island Studio of Paramount, is completed. The other featured players are Clive Brook, Greta Nissen and Philip Sterling. Dorothy Hughes, who was discovered by D. W. Griffith and given an important part in "The Sorrows of Satan," has been allotted a conspicuous role.

Editing on "The Masked Woman," the June Mathis production for First National, is nearing completion under the guidance of Miss Mathis, and a print is scheduled to be shipped East very shortly. Anna Q. Nilsson, who has the featured role, is now visiting her parents in Sweden. She is expected back in the latter part of September.

"Mama Kiss Papa," Raymond Shroek's story for Warner Bros., suggested by the E. Phillips Oppenheim novel, "The Inevitable Millionaires," is expected to be completed within another week as the interiors are now being filmed at the Warner studio in Hollywood. The entire company spent a great deal of last week filming exteriors under Herman Raymaker's direction at the Hillcrest Country Club and the Belair Riding Academy.

Having shot the night battle scenes in "Forever After," the B. P. Fineman production for First National, the picture is now being titled. The battle scenes were delayed because of studio moving and the fact that Lloyd Hughes was not available for the picture because of his working in "Ladies at Play."

Formerly casting director for Universal at Universal City, Fred Schuessler is now carrying on in the same capacity at Warner Bros. Hollywood Studio. He replaces Fred Beers, recently resigned.

A full week's work on Catalina Island is scheduled by the De Mille company making Rod La Rocque's new starring picture, "The Cruise of the Jasper B." The production unit has left Culver City for the island with Director James W. Horne at the helm.

## China Producing Films With Native Casts

**T**HE awakening of China to interest in motion pictures on an important scale is pointed out by William H. Jansen, of the Red Seal Film Company, Shanghai, who has been visiting New York. This company is a subsidiary of the British-American Tobacco Company, which is interested extensively in the production, distribution and exhibition of pictures in China.

Mr. Jansen brought to America a number of novel features and short subjects produced in China with Chinese casts. Among the features are "The Legend of the Willow Pattern Plate," which, it is expected, will be booked for showing at the Cameo Theatre, New York; "The Three Talismans," and "Filial Piety," each being seven reels in length. The short subjects, also of a decidedly novel nature, include topicals and scenics.

The British-American Company owns the Odeon, the largest theatre in Shanghai, and also some fifty other houses throughout China.

As an evidence of the growing importance of motion pictures in China, Mr. Jansen said that 85 producing companies were registered last year, of which about twenty are in operation now.

British-American has recently been sending traveling shows, with complete equipment, into the interior, bringing pictures to many Chinese who never before had seen them. This work will be extended. American pictures are popular in China, he declared, in pointing out that that country is one of the biggest potential fields for the industry.







# Exhibitors Service Bureau



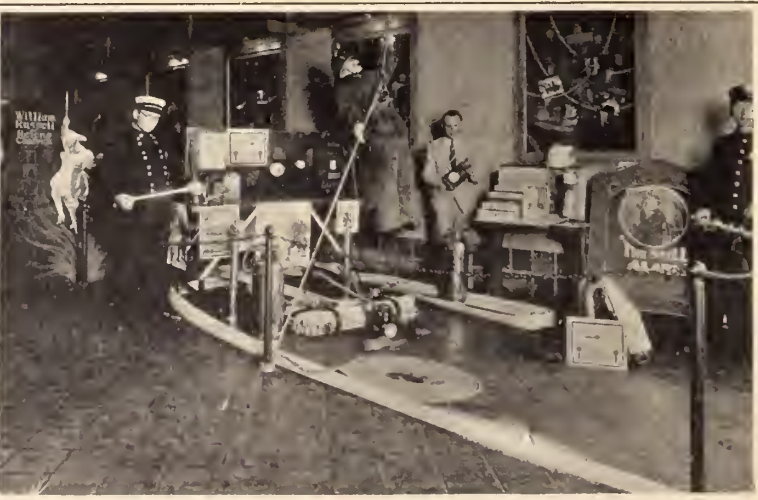
Photos above show three of the five excellent window displays which Manager E. R. Rogers obtained to exploit his showing of the Fox screen version of "Sandy" at the Tivoli Theatre, Chattanooga. In addition to the store windows shown here, there were "Sandy" displays in a woman's dress shop and a florist's



Attractive still boards, made in the form of lanterns, and a lobby stand cutout were features of the display for "The Road to Mandalay" (M-G-M) at the Imperial Theatre, Asheville, N.C. C. B. Stiff, manager



Uniformly attractive and colorful are the frontal displays which exploit the features at the Liberty Theatre, Seattle, Wash., and the one shown above for First National's "Ella Cinders" is no exception to the rule observed by Manager Leroy Johnson

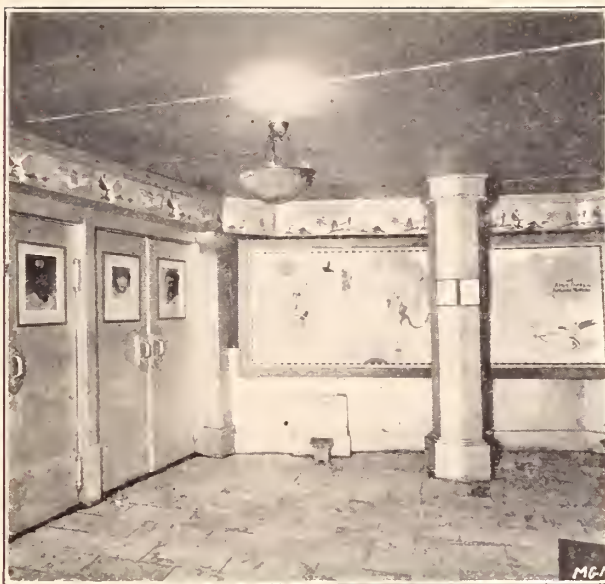


The firemen of Pasadena, Cal., cooperated wholeheartedly with the Florence Theatre there on the showing of Universal's "The Still Alarm." The above photos show the firemen's band in front of the theatre giving a concert on the opening night of the engagement. At the right is the interior of the lobby, where an exhibit of fire-fighting apparatus was on display





Lobby of the Astor, New York, for the showing of "The Big Parade" (M-G-M). The ceiling is decorated with soaring airplanes, and an amusing frieze of marching men decorates the walls



Display in the lobby of the Criterion, New York, for "Mare Nostrum" (M-G). A pictorial map and decorative molding augment the romantic marine atmosphere of the arrangement. The walls and ceiling were coated with silver paint



Striking treatment of the outer-lobby of the Central, New York, where "The Scarlet Letter" (M-G-M) is playing an extended engagement. Portraits of the star, Lillian Gish, are a feature of the decoration

## Art in Lobby Treatments on Broadway

### Flamboyance Omitted from Decorative Schemes Achieved for Presentations of Metro-Goldwyn-Mayer Productions at Long-Run Theatres

FROM the time when motion picture lobbies chiefly were handy spots in which to hang a giddy canvas to flap in the wind, or to dangle like a tired dish towel, down to the present era of truly artistic decorative effects, has been a long—and a significant—leap.

Major Edward Bowes, Managing-Director of the Capitol Theatre, who has supervised the presentation of all of Metro-Goldwyn-Mayer's Broadway successes, beginning with "The Big Parade," still making history at the Astor Theatre; "Ben-Hur," still at the Embassy; "The Scarlet Letter," in its third week at the Central, and "The Merry Widow," "La Boheme" and Rex Ingram's "Mare Nostrum"—all of which last three had long Broadway runs—has prescribed for his staff a definite character which should feature all theatre effects, notably lobby displays.

#### Add Beauty to Theatre

Those of Metro-Goldwyn-Mayer who present pictures have always worked on the idea that, in these "special" presentations, the big picture should stand alone, without prologue and without incidental entertainment. However, they have insisted always that the musical score should be as near harmonious perfection as possible, that the theatre itself should be made as attractive as possible, and that no expense should be spared in making the lobby a delight to even the most critical artistic eye.

The accompanying photographs of the lobbies of the Central, the

Astor and the intimate Embassy theatres may give some idea of the methods by which unusual picture plays have been given a beautiful setting from the point of view of the entrances.

It may be noted that there is nothing of flamboyancy. Everything that has been done to enhance the attractiveness of the lobbies is the result of securing the services of the most talented artists and the best materials available.

In the instance of the Central Theatre, where "The Scarlet Letter" opened on August 9, a remarkable effect was gained by covering the ceiling with yards of red silk, draped artistically, and sprinkling it with incandescent bulbs. In this theatre,

too, a painting of Miss Gish in colors is employed, and two imaginative sketches based on the theme of the film.

#### Lobby for "The Big Parade"

During the sensational run of "The Big Parade" the lobby and exterior of the Astor Theatre has been one of the outstanding spots in the vicinity of Times Square. The great electric sign over the theatre has been one of the beacon lights of Broadway.

Striking features of the Astor lobby are the artificial sky in which airplanes hover, and the frieze of marching doughboys.

The sumptuous and refined atmosphere of the Embassy lobby, where "Ben-Hur" is continuing the success it achieved at the George M. Cohan Theatre, has done much to establish a kind of film "clientele" for this house. The decorative effects here are extremely arresting and artistic. A beautiful Persian rug, glittering candelabra overhead, a row of Louis XV chairs and a finely conceived wall display of scenes from the photoplay usher the visitor into one of the most exclusive and inviting of cinema houses.

The romantic and marine atmosphere of "Mare Nostrum" was suggested with striking artistic effect in the lobby display at the Criterion Theatre, where the picture played its extended Broadway engagement. The walls and ceiling of the Criterion lobby were treated with a silver metallic paint, which also was used on doors and casements. This luminous background proved an effective support for the pictorial map and the marine molding border.



Large oil paintings reproducing scenes from "Ben-Hur" and set in heavy gilt frames decorate the walls of the Embassy, New York, for the current engagement of the Metro-Goldwyn-Mayer spectacle



# *When Four of a Kind Equals*

If you were playing poker, and held four of a kind, with a big pot at stake—

And after being called they told you that in that game four of a kind was no better than a single pair—

You'd want to know just what kind of a darn fool game that was, wouldn't you?

The producer of the best two reel comedies is sitting in just that sort of a game today.

Because the comedies are best they cost more. You can't make a silk purse out of a sow's ear. There's more than thirty cents' worth of gold in a gold dollar.

Yet—

Many exhibitors who wouldn't dream of getting a knockout box-office feature for the price of a program feature—

Refuse to pay a nickel more for the very best two reel comedies than they do for the worst.

Apparently a two reel comedy is damned because it's in two reels rather than six.



# a Pair

The first class producer of short comedies is wondering just what sort of a darnfool game this is.

A lot of men in this world know what justice is, but when it comes to applying it they're glad to let George do it.

It's as plain as a pikestaff that it's good business sense to be willing to pay for a picture on its entertainment value, not on its length. Any other course is apt to strangle the goose that's laying the golden eggs.

You need all the golden eggs you can get.

The exhibitor playing the Mack Sennett two reel comedies, the Ben Turpins, Alice Days, Mack Sennetts and The Smith Series is getting them.

The *public* knows the difference between four of a kind and a single pair.

**ELMER PEARSON**

Vice-President and General Manager,  
PATHE EXCHANGE, INC.



# Sustain Drive for "One Minute to Play"

## Liberal Newspaper Space Used During Second Week's Run

THE intensive campaign methods employed to launch "One Minute to Play," the "Red" Grange starring vehicle, at the Colony Theatre in New York are being continued throughout this, the second week of an indefinite run on Broadway, and the picture-goers continue to respond to the message broadcast through various publicity avenues.

The liberal amount of advertising space in the daily newspapers was continued throughout the second week. Besides, 100,000 "Red" Grange heralds were distributed in hotels, railroad stations and at newsstands. Half-sheet window cards were planted in all schools and colleges to catch the incoming students, for just at this time of the year every educational institution has its own football team and the boys and girls are filled with interest in the players and the game.

Special attention was paid in New York to the matter of interesting the sports writers of the daily newspapers. Personal letters brought a large number of sports writers to a special preview of "One Minute to Play," before it opened at the Colony and then two days after the opening the same group, with added members, attended a luncheon given to Grange. The result were articles in the sports columns of not only the New York papers but outside as well.

## Five Shows on Sunday for Kansas City House

So large have the Sunday crowds been at the Newman theatre, Kansas City, that that house will adopt a new policy of five shown on Sundays, beginning this week, according to Bruce Fowler, manager. The doors will open at 11:30 A. M.



The Gem Theatre, Oelwein, Iowa, depended on marquee billing to shout the message that "The Live Wire" (First National) was being offered as the feature

## Find Sporting Pages Good Outlet for Publicity on Gene Tunney Serial

THE results being obtained by the Pathe publicity and exploitation department in a newspaper publicity campaign based on sporting element of the serial in which Gene Tunney is starred as "The Fighting Marine," serves to remind once more that the theatre or motion picture press agent often has material better suited to development as a subject of news or feature stories for sporting pages than for the dramatic or photoplay columns of the newspaper.

With the release on September 12th of

"The Fighting Marine," Pathe turned its publicity guns on the sport pages. Tunney, as an established star of sportdom, naturally claimed his greatest following from the ranks of the sports fans. His impending challenge bout for the championship of the world has made him a sporting news feature about whom so much reading matter was in demand that there was plenty of space for articles on his past, his present and his future. And his experience as a movie star, making his first appearance before the cameras at a Hollywood studio, therefore, had a place among his most recent experiences and not by any means the least important of his professional activities. A special campaign, designed for the sports magazines and daily newspapers, was started in July, with a weekly service being maintained steadily since. The stories are based on Tunney's comment on production, his accomplishments as a fighter which led to his contract to star in pictures, his training methods, etc., and supplementing the stories are a number of photographs of interest to sport fans.

In addition to the sporting angle of the picture, Pathe's publicity department as well has exploited "The Fighting Marine" along other lines. One of the most important of the tie-ups affected is that in which the Marine Corps is interested.

By an arrangement with Major Joseph C. Fegan, U. S. M. C. officer in charge of recruiting at Washington, D.C., orders have been sent to every Marine recruiting station in the United States instructing the officer in charge to give full cooperation to Pathe and the theatres showing "The Fighting Marine," and to provide men for appearance at such theatres who will deliver a brief address telling about Gene Tunney's record as a Fighting Marine.



Chattanooga's Red Grange displayed the co-operative spirit—thereby displaying good business sense as well—when the Fox production "Siberia" played the Rialto Theatre there. The photo above shows the ballyhoo resulting from a tie-up affected by Manager W. S. Perutz



## Short Subjects and Serials

### Sennett's Bathing Mermaids Featured in Pathecomedy

The Mack Sennett Bathing Beauties will again step into the limelight, according to the plans of Sennett, who has featured them in a new two-reeler as yet untitled. Presented in the cast are Mildred June, Thelma Hill, Mary Maberry, Matty Kemp, Barney Hellum, Dave Morris and J. Cooper. Earl Rodney and Lonnie Dorsa directed and B. Williams took care of the camera. The "Smith Family" is working on another of their domestic comedies under the direction of Alf Goulding and Harry Connott. An all-star unit consisting of Billy Bevan, Madeline Hurlock, Ruth Taylor and William Stanley Blystone are busily engrossed in the filming of a two-reel comedy under the direction of Eddie Cline and Joe Bordeaux. Ray McCarey and Harry Edwards are directing Ben Turpin in a film wherein he has the assistance of Alma Bennett, Bud Jamison, William McCall and Irving Bacon.

### Educational Finishes Johnny Arthur's "The Humdinger"

The second Educational-Tuxedo comedy for the 1926-27 season, featuring Johnny Arthur, has been completed. It is titled "The Humdinger," and has Anita Garvin, Lucille Hutton and George Davis heading the supporting cast.



Glimpses of the inimitable Ben in his latest Pathecomedy, "A Prodigal Bridegroom," where he essays matrimony

## Turpin-Day Films on Pathe List

### Schedule for Sept. 26 Includes Third Chapter of Gene Tunney Serial

**B**EN TURPIN in "The Prodigal Son," produced by Mack Sennett, and Aliee Day in "The Perils of Petersboro," are the highlights of the Pathe schedule for September 26, the remaining list of releases are the third chapter of the Patheserial, "The Fighting Marine" and issues of Pathe News, Review, Aesops Fables, etc.

Thelma Hill, William McCall, Irving Bacon, Louise Carver, Andy Clyde, Marvin Lobach, Madeline Hurlock and Dave Morris support Turpin in the Mack Sennett two-reel comedy, which is the second of the latest series. Lloyd Bacon directed.

Eddie Quillan is featured in the Alice Day two-reeler and the supporting cast includes Danny O'Shea, Joseph Young, Barbara Tennant, and Thelma Parr. Earle Rodney directed.

"In the Enemy's Trap," is the title of the third chapter of the Patheserial, "The Fighting Marine," starring Gene Tunney, contender for Dempsey's heavyweight crown.

Pathe Review No. 39 offers four subjects: "The Immortal Prince of Old Egypt," the story of a great archaeological find. Facts and scenes from the Metropolitan Museum of Art; "The Castle of Spines," what the microscope reveals about the sea urchin, produced by L. H. Tollhurst; "Camera Catches," a Pathe Review novelty and "The Children of Alsace," a glimpse of home life in France, Pathecolor feature.

"Joseph, the Ruler," is the latest of the "Pilgrimage to Palestine" series and offers

typical scenes of the Holy Land, interspersed with religious data.

"Watered Stock," the latest of the Aesop's Film Fables' animated cartoon comedies. Topics of the Day No. 39 presents the latest wit and humor, selected from the press of the world. Pathe News Issues Nos. 80 and 81 present last minute news events.

### "The Tennis Story" Latest Van Bibber Comedy

The latest Van Bibber story to be started at the Fox Film West Coast studio is "The Tennis Story." Incidentally this is the twenty-first of these Richard Harding Davis stories to reach the screen. The scenario is the product of Edward Moran and Henry Dunn. Orville Dunn directs under the supervision of George E. Marshall, head of the Fox comedy department. Earle Foxe continues as the star with Florence Giobert the principal feminine player. The others in the cast are Richard Travers, Frank Beal, Marelda Daly and William Davidson.

### "Madame Dynamite," Imperial Comedy, Completed

"Madame Dynamite," a Fox Film Imperial comedy, featuring Aliee Howell, Della Patterson and Eddie Clayton, is the latest comedy to be finished by the Fox Films comedy lot under the supervision of George E. Marshall. It was directed by Zion Myers and Gene Forde. The scenario and story were written by Franklin R. Dull.



Scenes from "Wife Sky," an Educational two-reeler featuring Bobby Vernon



# Shorts Gain More Recognition

Appreciation Creates Enthusiasm at Studios, Says Hammons of Educational

**T**HE increasing recognition accorded to the short feature by exhibitors and critics is reflected most noticeably in an increased enthusiasm at the short subject producing studios, according to Mr. E. W. Hammons, President of Educational Film Exchanges, Inc., who returned to New York a few days ago after his usual summer visit to the studios in Los Angeles producing for the Educational program.

"In spite of the inroads of vaudeville which have taken up much time in some picture theatres," said Mr. Hammons, "the general tendency of exhibitors everywhere has been to use their best short subjects to better advantage, giving them better presentation and better exploitation, and the observers of the press have unquestionably adopted a new attitude toward these brief pictures, as is reflected in a larger number of editorial comments and reviews appearing in the press everywhere.

"The effect of this on the producing

forces all the way from studio men and senior directors to extras is almost amazing. The final result, as far as production is concerned, is certain to be a still greater increase in the quality and box-office value of short features during the season just beginning.

"The Educational Studios and the Christie Studios with their recent improvements rank with the largest and best of the production plants on the West Coast. On my visit I found both these great studios going at full blast with bigger staffs at work than they have ever employed heretofore. New stars are being added to the leading comedy performers at both studios and at the Educational Studios the directorial staff has just been increased by the addition of two men who rank among the finest directors in the comedy field. Bigger sets are being used, more money is being spent generally on production and there is an air of activity and enthusiasm that surpasses anything that I have ever found there before."

## Stern Bros. Have New Studio

New Plant Has Three Large Stages; Comedy Units Start Production Soon

**S**TERN BROS., producers of comedies, released through Universal, who suffered the loss of their studio several weeks ago, are about ready to resume production, having acquired a new plant almost adjacent to the old lot. Four comedy units will be ready to start shooting within ten days, says Beno Rubel, secretary of the company.

The new studio has three large stages, a large water tank and is equipped with every modern appurtenance for the making

of pictures. An assortment of costumes is being assembled at the new plant.

The companies to start work in the near future are the "Newlyweds and Their Baby," "Let George Do It," "What Happened to Jane," and "The Excuse Maker" unit, each of which is making a series for the Universal program for the current season. Julius and Abe Stern, president and vice-president, are at present in Europe, gathering costumes and properties to be used for future Stern releases.

## Resume of Current News Weeklies

**FOX NEWS, VOL. 7, NO. 99:** San Pedro—U. S. Fleet has a new commander-in-chief in Admiral Hughes; New York City—Throngs welcome home Clarabella Barrett, who failed in plucky 22-hour fight to swim the channel; Salt Lake City—Naturalists find bones of strange beasts of eight million years ago; Georgia—Mercer University football aspirants begin practice on St. Simon's Island; Hamburg, N.Y.—Thousands see horses compete in spectacular trotting race; Paris—France picks her fairest girl to compete in U.S. for world beauty title; Wales—Shepherds of the Welsh Mountains enter collies in competition; Brockton, Mass.—Granddaddy of modern automobiles, built about 1790; Southampton, L.I.—Bluest of blue-bloods vie for riding honors; Alaska—Southern fishermen rush salmon harvest; Philadelphia—Crack birdmen compete for Independence Hall trophy in opening event of National Air Races.

**FOX NEWS, VOL. 7, NO. 100:** Colorado Springs—Champion hill-climbing automobiles compete to reach summit of Pike's Peak; San Antonio, Texas—Ass't Secretary of War MacNider flies from capital to open war memorial; Honolulu, Hawaii—Crown Prince and Princess of Sweden enjoy fishing Hawaiian style; Buffalo, N.Y.—Miss Mary Schmitz, school girl, successfully crosses Niagara River;

Boston, Mass.—Pigskin chasers of Boston College show form in initial scrimmage; Mississippi River—Best swimmers of West battle for honors in 22-mile endurance contest; In the Alps—Swiss Mountain Army mobilizes for "grand maneuvers"; Mexico City—Military pomp features the opening of Congress convoked by President Calles; New York City—Intrepid iron-workers daily flirt with disaster; Lake Arthur, La.—Longest shoot-the-clutes on record thrills Dixie's summer bathers; Atlantic City, N.J.—Pulchritude of the nation displays charms in contest for title of "Miss America."

**INTERNATIONAL NEWS NO. 74:** Mineola, N.Y.—New test and re-christening for trans-Atlantic plane; Eastern and Western football heroes hard at work; Mill Hollow, Ohio—Daredevils thrill crowds in hazardous hill climb; Detroit—Gar Wood wins thrilling International Boat Race; Minn., Minn.—Charley Hoff makes debut as professional athlete; Charlottesville, Va.—Lady Astor back home; Portland, Me.—Woman takes first plane flight on 100th birthday; Sumas, Wash.—Thrills galore in Sumas' greatest round-up; Cuckoo, Va.—Virginia pays tribute to revolutionary hero; Off Cape Cross, Africa—Vast colony of seals found on African Coast; Germantown, Pa.—U.S. tennis stars win first battle for Davis

Cup; Cincinnati, Ohio—Cardinals battle way to league leadership; Thornton, Ill.—Champion grey hounds race for speed title; Trafio-Stelvio, Italy—Terrifying heights defied in Alpine motor classic; Atlantic City, J.—America's fairest daughters compete for beauty crown; Waco, Colo.—Train plunges into river in disastrous smashup; New York City—Mrs. Mille Gade Corson gets big reception.

**INTERNATIONAL NEWS NO. 75:** Atlantic City, N.J.—Hail the new Miss America, queen of bathing beauties; Sylvan Beach, Tex.—Cowboys all wet in this brand new kind of rodeo; San Francisco, Cal.—World's biggest tube for undersca tunnel; Cameron Pass, Colo.—New Mounta close up in highway links East and West; Manchester, N.H.—"Brownies" scale cliffs to make highest dives; Rochester, N.Y.—Equine high jumpers thrill crowds in record leaps; Ardmore, Okla.—American Legion holds colorful celebration; Philadelphia, Pa.—"Los Angeles" visits national air races; Paul Smiths, N.Y.—Vacation time soon over for President Coolidge; Here-and-There, U. S.—Gridiron warriors again busy on fields; New York City—Great welcome for first mother to swim Channel; New York City—Zoo gets giant lizards first in captivity; Waco, Colo.—Train plunges into river in disastrous smashup; Washington, D.C.—Ku Klux parades again in shadow of Capitol; Lang, Cal.—Cities re-wed by rail in unique ceremony; Belmont Park, N.Y.—Son of Man o' War triumphs in \$65,000 turf classic.

**PATHE NEWS NO. 75:** Berlin, Germany—Thousands of students take part in sport festival; Colorado Springs, Colo.—Schultz captures Pike's Peak auto race for second time; Nuremberg, Germany—German royalists stage monster demonstration; Roosevelt Field, N.Y.—New York-Paris flight airship christened; New York City—Mary K. Browne will oppose Suzanne Lenglen in professional matches; New York City—Government charges Harry M. Daugherty with fraudulent conspiracy; Paris, France—French airman breaks own world altitude record; Atlantic City, N.J.—Small beauties dazzle in gay parade; Germantown, Pa.—American tennis stars overwhelm Frenchmen in Davis Cup single; New York City—Mille Gade Corson welcomed home from Channel triumph; Granite, Colo.—Twenty-three passengers killed, fifty injured in Midwest train wreck; Des Moines, Ia.—Exhibit prize winning livestock at Iowa State Fair; Hollandale, Minn.—Celebrate opening of new railway lines; St. Simons Island, Ga.—Mercer University gridiron warriors begin training; Jackson Mills, W. Va.—"Mountaineer" warriors prepare for 1926 grid season; San Antonio, Tex.—Dedicate auditorium memorial to war dead; Hagerstown, Md.—Johns Hopkins football squad answers gridiron's call; Norfolk, Va.—Dirigible *Los Angeles* makes long flight; Detroit, Mich.—U.S. retains Harmsworth Cup in International Speedboat race.

**PATHE NEWS NO. 76:** Berlin, Germany—Royal welcome home is given German conqueror of Channel; New York City—"Dragons" from the East come to live at Bronx Zoo; Manchester, N.H.—Youthful high-divers show remarkable skill; Rome, Italy—Mussolini escapes assassination for third time in year; Marseilles, France—France exiles Abd-el-Krim for life; Atlantic City, N.J.—Gertrude Ederle hailed by Boardwalk crowds; Paul Smiths, N.Y.—Coolidges have family party at summer White House; Indianapolis, Ind.—At 60 miles an hour birdman hits telephone poles; Germantown, Pa.—America retains Davis Cup; Atlantic City, N.J.—"Miss Tulsa" crowned queen of nation's beauties; Pennsboro, W. Va.—Open Northwestern Turnpike to traffic; New Orleans, La.—Tulane grid warriors prepare for 1926 battles; Atlanta, Ga.—Georgia Tech football squad prepares for coming season; Indianapolis, Ind.—Move six-story hotel six hundred feet; Rutland, Vt.—Variety of events attracts many to annual state fair; Kittanning, Pa.—Unveil memorial to Col. John Armstrong; Ponca City, Okla.—Terrapin champion wins purse of \$2,378; Salt Lake City, Utah—National ram sale assembles fine animals; Philadelphia, Pa.—National beauties visit Sesquicentennial Exposition.





# Opinions on Current Short Subjects

## "A Dippy Tar"

(Educational-Christie—Two Reels)

(Reviewed by Paul Thompson)

**B**ILLY DOOLEY, possibly more familiar to Western vaudeville addicts because of his appearance for many years on the Orpheum Circuit, than to Eastern fans, has come into his own in moving picture comedies. After closing his vaudeville tour he returned to Hollywood, where he had been seen and engaged by the Christies for their comedies. As a reward for his work as a sort of apprentice he is now elevated to stardom in these pieces as a sailor of the salty seas. James Duffy and Molly Malone, two other well-known comedians of the same company, are used advantageously in Dooley's support.

Elected as a dinner guest ashore Dooley finds himself in an apartment, the owner of which is a dabbler in hypnotism. To please the daughter of the household the tar pretends to be under her father's influence and does the various things asked of him. He becomes a cat, a fireman, and plays various other roles, all of which naturally, or otherwise, result in much property destruction as well as noise, confusion and any and all things that may be gathered under the generic name, "Rough house." One playful little expedient employed to bring the man out of his hypnotic state is sticking a pin into the rear of every sailor encountered, under the impression that this particular bluejacket is the hypnotized Dippy Dooley. Add innumerable Hollywood policemen and stir well before mixing and you can vaguely imagine how much action the piece provides. The cast includes Billy Dooley, Jack Duffy, as the hypnotist, and Molly Malone as his daughter. Directed by William Watson.

## "Which Is Which?"

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

**T**HIS is the second of the "The Excuse Maker" two-reel Stern Brothers comedies. Charles King is the featured player, under the direction of Samuel Newfield. The title may give you an inkling that it is really the Two Dromios idea from Shakespeare's comedy. In other words, two men whose resemblance is so striking in every respect but the moral—for, one is a quite reputable business man, father of the girl the hero is trying to win, and the other a crook. With that premise you can really go on with the story yourself, but I will help out a bit by sketching it briefly. Charles King, naturally broke and unable to pay his rent, discovers that pawnable objects are thrown at the creator of unwelcome music, whether the author be a cat, or a—by courtesy only so designated—a human saxophone jazz player. These things are hocked and the rent paid.

Helping to arrest a man, supposedly stealing from a bank, King is really instigating the apprehension of his father-in-law-to-be. This mistake he discovers when he calls at the home of the girl. Then ensues the usual rough and tumble race through innumerable doors in pursuit of the crooked double who conveniently (for the plot), has decided to call on the same house. The exact resemblance of the two men naturally leads to King's constantly jumping on and assaulting the innocent father. It ends as it should. Evil is punished and virtue rewarded. Next week or soon thereafter, Charles will win the girl again after any number of difficulties have been put in his way. It must help, while undergoing all the tribulations a hero does, to know he must win out always at the finish. Released October 11th.

## "Non-Stop Bride"

(Fox-Imperial Comedy—Two Reels)

(Reviewed by Paul Thompson)

**A** "Western" with a bathing beauty tag is the newest Fox comedy. To be a bit more explicit an over-weight blonde beauty

is disturbed by the intrusion on her private swimming hole by Gene Cameron. He is catapulted, through an automobile accident, into the setting and appropriates her clothing, which was not hanging on a hickory limb. Thus, an excuse for masquerading as a girl and being made love to by all the men in the picture until the denouement. Gene and his pal, Arthur Houseman, are making a non-stop trans-Continental auto trip when the accident occurs, so here, if you are interested in the genesis of an idea, is where the title for the comedy comes from.

Add to these ingredients a few such details as the mis-appropriation of a horse, so that there is a more or less legitimate excuse for pursuing the hero and trying to hang him as a horse thief. Of course, we in the audience know that he isn't and for the heroine's sake (she has established one of those record falling-in love movie affairs) he is proved to be guilty of everything except being a sap when the end comes. There is plenty of action and slap-stick situations enough to hold a paying clientele for exhibitor and theatre manager. So what more can be asked? Echo answers nothing.

Story and scenario by Messrs. Andrew Bennison and Murray Roth. Directed by Jess Robbins. Supervised by George E. Marshall.

### THE CAST

Reata Hoyt and Gene Cameron (leads), Arthur Houseman, Fred O'Beck and Madalynne Field.

## "The Radio Bug"

(Educational-Cameo—Two Reels)

(Reviewed by Paul Thompson)

**N**OTHING like selecting a topical subject in which almost everyone is interested for the basis of a moving picture comedy. Hence "The Radio Bug." It is all the title implies, but everyone concerned in the piece is worthy of inclusion in the "bug" designation. In the utilization of trap doors and other mechanical devices it recalls the Hanlons of "Superba" and "Fantasma" and with the coach that fell into a thousand pieces. Were the installation of a radio set accompanied by the disasters that signalize the introduction and inspection of the particular set in this comedy I think it is fair to assume that the radio corporations would not be paying the stock dividends they are today.

Before the fan, the man from the store who installs the set and the man who theoretically inspects and passes on the equipment are through, the house is a complete loss. To start things right a side of the cottage is saved in half to permit the admission of the packing case containing the set. Then the roof is pierced to admit the wiring. When a storm breaks, the house is flooded. Does that discourage the fans? It does not; the set works and that is all that is necessary for their happiness, even if Jupiter Pluvius is supplying the static. Stephen Roberts, in his role of director, manipulates Phil Dunham, "Toy" Gallagher, Clem Beauchamps, Jack Lloyd and Bert Young in the piece, as though they were chess men pawns. It probably will amuse radio fans and they are numerically strong enough to make a paying clientele.

## "The Prodigal Bridegroom"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

**H**E of the crossed eye essays matrimony in this comedy but escapes because he is not certain which girl he wishes to marry. Thus he ends by losing both. The picture opens with Ben and his fiancée, Thelma Hill, doing a spring dance a la the Morgan dancers, which supposedly puts one into the spirit of the comedy, love and laughter. Returning from the city the impressionable one falls for a city vamp and decides to side-track Thelma for the new charmer. While he is trying to get out of his engagement

the vampish Madeline Hurlock decides father is better game than son Ben, so turns the battery of her eyes and wiles on the former. Ben returns to find he has lost out on both counts, as Thelma has married the hired man and the adventuress is already married to the handsome-looking guy she is riding with on the train when both spot the comedian counting his money. There should be a moral to all this, as to Aesop's Fables, but it is hard to figure out just what it is. Possibly that the Ben Turpin type of rolling stone gathers no matrimonial moss. One of the amusing episodes is when Ben is explaining to the assembled wedding guests why it is impossible for him to go through with the marriage. He pictures in a cut-back the finding of the poor little city waif (the Theda Bara type of vamp as played by Madeline Hurlock) and how he must marry her to make an honest woman out of her because, innocent as they both are, the situation in which they are found necessitates his doing the honorable thing. It is good Turpin fun, far fetched of course, but provocative of laughs.

### THE CAST

Ben Turpin, Star; Thelma Hill, William McCall, Irving Bacon, Louise Carver, Andy Clyde, Marvin Lobach, Madeline Hurlock and Dave Morris. Director, Lloyd Bacon.

## "Abraham the Patriarch"

(Pathe-Palestine Series—One Reel)

**T**HIS marks the first release on this series of religious subjects which have created such favorable comment everywhere. This one reel takes the travelers and the spectators from Ur down the river Euphrates to Jerusalem. It is the journey taken by the patriarch himself and inasmuch as Mesopotamia has changed as little as any section of this small world of ours it is as tho' we were accompanying the famous biblical character and his associates thousands of years ago. It is interesting on that score and needs no biblical lore or creed of any kind to hold the spectator.—PAUL THOMPSON.

## Teaching Table Manners Via Films

(Red Seal—One Reel)

**F**OR adults, possibly beyond the age where Gellett Burgess' well-known goops are supposed to teach manners, this film and its series are recommended. After watching the two charming ladies at luncheon and seeing how the one who never had the advantage of the right bringing-up and the one who had or who was a close student of manners, no movie patron will have any excuse for not doing the right thing at the right time.

For contrast in the same film are views of East Side's push cart markets, their merchants, customers and wares.—PAUL THOMPSON.

## The New RED SEAL Product

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No. 1

The  
Film Re-  
porter

A Film Magazine devoted  
to screen and sport celebrities  
13 issues a year



### "When Bonita Rode"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

IS there such a thing as an honest foreman on a moving picture ranch? I doubt it. They seem by birthright or environment or something to be a race apart, a sort of Ishmael clan in the wilderness, with all men's hands raised against them. Always the foreman, who is a crook, is secretly plotting to do the ranch-owner, his boss, out of his property, including hard-riding daughter. Daughter, on the other hand, never is in love with the foreman but falls like a Halley comet for the stranger, the hero, who until the fade-out is suspected of being a cattle-rustler or some sort of a low-down. Why not for novelty's sake reverse the role? Let the hero be a foreman, there is nothing in the rules of the game that makes that impossible, is there? Then he can prove the father is not exactly half-witted in having faith in the integrity of his employee. Curiously gullible crowd, for the most part, these ranch owners, when it comes to placing credence in anything told them by the villain and disbelieving the most obvious truth retailed by son-in-law-to-be or daughter.

In this Mustang Comedy Curley Witzel rescues Alma Rayford from a waterhole into which she has, for plot-purposes, fallen. Good introduction. The foreman attempts to drive Curley and his side-partner off because they are squatters. They turn the tables and round him and his gang up. The water-hole and surrounding territory, it seems, is on no-man's land and to get the claim papers filed first, we have a race between the foreman and the girl. Put your bets down now before the release day of the picture, October 15, she wins the race, hence the title. Curley curls Alma up in his arms with a wedding dot of the papers giving possession of the disputed land. Lew Collins directed.

### "Wife Shy"

(Educational-Christie—Two Reels)

(Reviewed by Paul Thompson)

MOST men are, whether they confess it or not, girl—and even more, wife—shy, whether it is the one who ultimately captures the shrinking male or the one who belongs legally and technically to some other man. And there is justification for this trepidation, I think, without my being accused of undue cynicism in regard to things marital and feminine. Bobby Vernon is no exception to the rule, but when he sees how happy his newly-married pal is (they always are when newly-married) he decides to adopt the other's technique and on the highways or in the byways, get for himself a help-mate. Unfortunately for himself he picks out the wife of this self-same friend. Always he is being arrested and bailed out by the man whose wife is the innocent cause of it all. No matter what he does or where he goes Bobby encounters his feminine Nemesis. That is the real humor of the piece and he and his associates do realize its possibilities. There are some amusing touches. For example, when he arrives at the police station by himself, thinking he is escaping into an empty store, he marches up to the desk and asks for the key to his old cell and escorts himself there to resume a game of solitaire which each release on bail interrupts. The premise of the farce is amusing and logical as are the sequences. William Watson, the director, Al Martin, who does the subtitles, and Vernon, the star, and his supporting company, do good team work to provide a quite amusing, if light and inconsequential entertainment.

### "Missing Links"

(Educational-Life Cartoons—One Reel)

IF Robert Sherwood, that erudite editor and movie critic of *Life*, is enlisted to edit these animated cartoons from the pencil of their staff art, why shouldn't that robust Irish wit and satirist, George Bernard Shaw, be hired to supervise the Mack Sennett comedies?

In this week's comedy—which naturally will not be shown in Tennessee while the Scopes

trial is still fresh in memory—as "Missing Links" would be heretical and not at all according to Hoyle or the Fundamentalist doctrine—Mike is running a butcher shop. You had guessed that from the title? Well, you are right. Mike, the high-hat villain, runs a fish market. Thus, they compete for trade as well as for fickle Myrtle's affections. For revenge Mike substitutes a trained eel for the frankfurters sold to Myrtle by Mike. But that merely a temporary handicap to their love-making, for Mike triumphs over the seeming practical joke and carries the heroine away to the minister. They will, however, be divorced or separated by next week and the pursuit of the two for the fair maiden will be started all over again.—PAUL THOMPSON.

### "The Perils of Petersboro"

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

DOWN a country lane leading a cow and swinging her sun-bonnet is Alice Day. Along comes an automobile driven by a black, curly-haired chap you just know will prove to be the hero. He is and does. He makes a quite natural mistake seeing the fair maiden from the rear and thinks she is a boy. (In confidence he didn't need to play a country lane to make such a mistake; any city with its boyish-bobbed feminines and their knickers and other appropriations of hitherto masculine prerogatives would cause and does the same error.) Discovering she is a girl and a decidedly personable girl he starts painting her and the cow. He was a bad artist judging by the photographed canvas, but that had nothing to do with his being an acceptable lover. Alice is exiled to the city to the care of her aunt because her father does not favor the city feller's suit. By one of those curious coincidences Alice's cousin is posing for her boy friend whom she hopes to marry. Enter Alice—for purposes of contrast, supposedly to the advantage of the cousin. But—the artist, Eddie Quillan, belies the philandering reputation all artists possess and is loyal to his little country girl. They escape from his studio, leaving the girl's father and her brother floundering in a swimming pool which is there for comedy purposes only and the chagrined aunt and her daughter holding the center of the stage. We feel that "object matrimony" is why Eddie and the beauteous Alice, who are featured in the comedy, have left the front of the camera and the screen. They make a handsome couple.

#### THE CAST

Alice Day and Eddie Quillan, featured; Danny O'Shea, Joseph Young, Barbara Tennant and Thelma Parr. Director, Earle Rodney.

### "Daybreak"

(Pathe-Serial—Ninth Chapter)

NEARER and nearer comes the end to this serial. This is the next to the last when all the various complications will have been straightened out to everybody's satisfaction except that of the villains of the piece and they seem to be legion. In the last before this chapter of "Snowed In" Allene Ray, the heroine, and one of the villains were left suspended from the beams of the ceiling after their weight had crashed the plaster. Allene is, of course, rescued but this particular villain dies of heart failure. One down, several more to play. The boy rescues the pouch with the papers to clear Allene's brother. The rest of the villains discover this and are ready to break in the door when help comes in the shape of Walter Miller, the forest ranger, and his allies of the airplane forces. Also on the scene is the wounded bandit who gets out of bed, shaves and confronts his own pals, who do not recognize him. Moreover, one of the prowlers is recognized by Walter Miller, the co-star, but the anxious reader and reviewer must wait until September to find out who he is and just how the gang is finally rounded up and Allene's brother cleared. Good photography and a never-ending series of exciting episodes are the characteristics of Frank Leon Smith's story, directed by Spencer Bennett.—PAUL THOMPSON.

### "Hitting the Bull's-Eye"

(Pathe-Spotlight—One Reel)

GRANTLAND RICE in this release of his popular sports pictures has selected the bull's-eye for his subject. This is to show how essential it is in practically every sport to hit the centre of the object aimed at. Archery is one of the best illustrations of this. To make the point clear the annual tournament of the American followers of Robin Hood—in using a bow and arrow, not in robbery, for this has nothing to do with real estate sharks or Wall Street margin brokers—is selected. The men are shown drawing their bows and then the arrival of their arrows on the targets. Baseball is another illustration of how pitchers must hit the bull's eye as typified by the catcher's glove directly behind the home plate. Then, too, big gun target practice on our battleships. As usual, a careful selection of the right sort of pictures and titles to amplify still further the point is made by that always sane and interesting writer on sporting subjects, Grantland Rice.—PAUL THOMPSON.

### "Watered Stock"

(Pathe Fables—One Reel)

NO, gentle reader, this does not deal with Wall Street. Of course in these days of General Motors and other such "good buys" there is no water in Wall Street even if the street of streets does end in the East River. "Watered Stock" in this instance applies mostly to another milk scandal. Farmer Al's horse detaches himself from the milk wagon. He helps his boss out by filling the milk bottles at the hydrant. Down the road when a halt is made for a delivery, all the cats in the neighborhood proceed to rob the wagon of its freight and hold high jinks behind a board fence. There is such a supply that some even emulate the late Anna Held and indulge in fact what she did only in the imagination of her press agent—bathe in the lacteal fluid. Then to add to the significance of the title, every character at some period in the reel becomes lachrymose. It makes one think of charming Claiborne Foster's oft-repeated line in "The Patsy," her comedy success—"There is no use crying, there is enough water in all the spilled milk in the world already," or words to that effect.—PAUL THOMPSON.

### "Olgar's Boatman"

(Universal-Blue Bird Comedy—One Reel)

(Reviewed by Paul Thompson)

EDGAR L. KENNEDY directed this picture in which our old friends—old in service but not years—Neely Edwards and Jane Reid are starred. Inasmuch as the plot deals with real estate, surely no better place for filming it could be found than Hollywood, if we except that deadly rival to California, the sand dunes of Florida. A "prospect" commits the almost fatal mistake of telephoning to a number of real estate offices that the first representative to arrive will close the deal. Among others Neely Edwards, being in the business, starts out. But he seems pursued by hard luck, for he is always being thrown from a trolley car, an automobile, etc. But—and it is an eloquent but—he is picked up by a fair widow. There the law of compensation works out because, while he does not land the contract, he does land the widow and the property. So you feel there is some justice in the world after all. To the legion of followers of Neel and the fair Jane, the piece will bring joy and money to Universal.

### Dunham and Gallagher Finish Production on Three

Three Cameos comedies featuring the comedy team of Phil Dunham and "Toy" Gallagher are listed among the first offerings of Educational's 1826-27 program. The comedies are "The Radio Bug," "Kiss Me Again" and "Plum Goofy." Clem Beauchamp directed the first mentioned comedy while Stephen Roberts handled "The Radio Bug."



## Paradise

Too Much Plot and Hokum Here

(Reviewed by Laurence Reid)

**E**VEN as sincere a player as Milton Sills cannot lift up this picture and make it anything but just an obvious tale of hokum—which is stretched nearly to the breaking point with extraneous scenes and incident. There are far too many characters—and far too many subtitles. Again there is a vein of comedy relief—which very surely does not belong—or if humor was needed it should have been used with restraint. With an English background—the employment of obvious comic characters who must burlesque their attire as well as their action is not in keeping with the plot.

And what is this plot? Simply the cutting off of a spendthrift youth by his father—the youth to inherit an isle in the South Seas where he must work out his own salvation before there can be any reconciliation. In leading up to the theme—the story beats all around the bush—revealing an aeroplane chase, a jail episode, three or four fights and a society function or two.

The story should have been told with a few well-chosen strokes, the action revolving around the principal characters. Instead money has been expended in shooting scenes which have little in common with the plot. Milton Sills tries his best to make something out of it. Betty Bronson makes her moments appealing.

*The Cast: Milton Sills, Betty Bronson, Noah Beery, Lloyd Whitlock, Kate Price, Charlie Murray, Claude King, Charles Brooke, Ashley Cooper. Director, Irvin Willat.*

**THEME:** Romantic drama of idle youth, who, disinherited by father, is given an island in South Seas in which to find himself. Takes young wife along and makes good—thus effecting reconciliation.

**PRODUCTION HIGHLIGHTS:** The settings and atmosphere. The acting by Mil-

ton Sills and Betty Bronson.

**EXPLOITATION ANGLES:** Title lends possibilities for exploitation. Play up star and Miss Bronson.

**DRAWING POWER:** Title will draw them—also popularity of star. Suitable for average houses everywhere.

*Produced and distributed by First National. Length, 7,090 feet. Released September, 1926.*



All the elements of melodrama are found in generous measure in these scenes of the Fox Films offering, "The Blue Eagle"

## The Blue Eagle

"Strike Up the Band—Here Come Two Sailors"

(Reviewed by Paul Thompson)

**T**HIS thriller comes from the Fox organization that boasts, justly, of John Ford as one of its ace directors. George O'Brien is featured in this, the last story by Gerald Beaumont, which largely concerns itself with the sea but also shifts in the latter parts to the land. There are all the elements necessary for a good old-fashioned melodrama and full advantage has been taken of that fact by the director and the cameraman. The scenes on the battleship in the days of our participation in the World War are great.

Possibly trying your credulity a bit more are the episodes and action in the latter part of the picture. Yet here again there is an unquestioned feeling of reality in the unfolding of the conflict between two men for the hand of a girl in an east-side or dock-front setting. Seldom if ever have I seen a more convincing fight than that staged in the parish house between the two rivals with the priest acting as referee as the only spectator. Other good shots are the motorboat patrol and submarine scenes. As I said above, it is melodrama but darned good melodrama and bound to hold the interest of picture fans. The featured player, versatile George O'Brien, has to share the acting honors with several others.

*The Cast: George O'Brien (featured), Janet Gaynor, Robert Edson, William Russell, David Butler, Phillip Ford, Ralph Sipperly, Margaret Livingston, Harry Tenbrook, Lew Short and Jerry. Directed by John Ford. L. G. Rigby wrote the screen story from the Beaumont original.*

**THEME:** Two men's eternal battle for the same girl, with the navy and east side as settings.

**PRODUCTION HIGHLIGHTS:** Effective U. S. Fleet

scenes and prize fight sequence.

**EXPLOITATION HIGHLIGHTS:** Play up hard the navy tag.

**DRAWING POWER:** Should be great.

*Produced and distributed by the Fox Film Corporation. Length, 6,200 feet. Released September 12, 1926.*



First National's latest Colleen Moore starring vehicle, "It Must Be Love," to be released soon



## Diplomacy

O. K. for the Average Picturegoer  
(Reviewed by Laurence Reid)

**M**ARSHALL NEILAN has turned to an old stage play to fashion an exciting hour of celluloid—and it can be said that he has accomplished results. While it is a little too far-fetched to be true, still it manages to keep one thoroughly interested, partly because of the rapid-fire action and partly because of the mystery element, which is emphasized for all it is worth. There is an atmosphere about it suggestive of "The Bat." The characters seem to move cautiously and their creepy ways place the spectator right on edge.

Mr. Neilan, however, doesn't take himself too seriously. He even indulges in a bit of horse-play here and there. The Secret Service comes in for expression. So do the spies and a stolen treaty. It is all very much to the intrigue. It is especially intriguing when a British Foreign Office representative enters his apartment after his brother's wedding to find the servants in various degrees of agony.

The picture is calculated to please the average picturegoer everywhere. Need more be said? Yes, it is well acted by real troupers with Blanche Sweet at the head of the procession.

*The Cast: Blanche Sweet, Neil Hamilton, Arlette Marchal, Matt Moore, Gustav von Seyffertitz, Earle Williams, Arthur Edmund Carew. Director, Marshall Neilan.*

**THEME:** Mystery drama revolving around stolen treaty and much intrigue concerning the diplomatic service.

**PRODUCTION HIGHLIGHTS:** The very fine acting by entire cast. Moment when Englishman finds the servants helpless. The intrigue and mystery. The suspense. The sly humor contributed by Matt Moore.

**EXPLOITATION ANGLES:** Play up title and tease it by drawing attention to diplomacy in the home spells happiness, etc. Play up cast. Feature as film version of Sarah Bernhardt's old play. Emphasize mystery and suspense.

**DRAWING POWER:** Suitable for everyday audiences. Names of cast well advertised should pull them in. Best suited for downtown houses.

*Produced and distributed by Famous Players.  
Length, six reels. Released, September, 1926.*



*Shots depicting the physical combat and love making to be found in "Paradise," a First National offering*

## It Must Be Love

Made to Order for Colleen Moore  
(Reviewed by Laurence Reid)

**H**ERE is a story that might have been written with Colleen Moore in mind so well does it suit her personality. It makes quite a lot of capital out of the pathos of finding love under parental objection—the simple kind of homespun love so characteristic of the themes of this particular star's pictures. Originally it was known as "Delicatessen," a Satevepost yarn—though unlike its first title it is not crammed with varied properties. In reality it is a simple little tale of a German family—of a hard-boiled "Pop" who can't be reconciled to his daughter's independent ideas. So she runs away, gets a job in a department store—meets the boy friend (the youth who precipitated the family quarrel), has her romance and becomes united to the old folks when she marries him.

It is easy to spot it and there is too much footage for the simplicity of the plot. To carry it out the action relies upon considerable incident pertaining to the humdrum life of the parents—and the heroine's adventures away from home. However, it is a "homey" little picture—and directed with good appreciation and feeling. It never strays from its character—in its revelation of types and situations. Moreover it is competently acted by the star, Jean Hersholt, Arthur Stone and Malcolm McGregor. The titles are O. K. when the writer of them refrains from wise-cracks.

*The Cast: Colleen Moore, Jean Hersholt, Malcolm McGregor, Arthur Stone, Bodil Rosing, Dorothy Seastrom, Cleve Moore, Mary O'Brien, Ray Haller. Director, Alfred E. Green*

**THEME:** Revolves around girl of middle class family who precipitates quarrel when she would choose her own husband. Romantic drama.

**PRODUCTION HIGHLIGHTS:** The carnival detail. the atmosphere of home.

**EXPLOITATION ANGLES:**

Feature the title and play it up for all it is worth. It means that a youth or girl will go through anything for the sake of love. Play up vehicle as ideal for star.

**DRAWING POWER:** Should appeal with fans who follow the star. Title has magnetic quality.

*Produced and distributed by First National.  
Length, 6,848 feet. Released September, 1926.*



*All the elements of melodrama are found in generous measure in these scenes of the Fox Films offering, "The Blue Eagle"*



# Regional News from Correspondents

**MEYER FINE** and **Abe Kramer**, who, it was announced last week, sold out their interests in the Ohio Amusement Company, have started business for themselves under their own names. They have taken space in 216 Film Exchange Building. They plan to continue in the exhibition field and by buying and building, will soon be operating an independent circuit. Messrs. Fine and Kramer have been in the movie business together since 1910, when they operated two picture theatres in Meadville, Pa. In 1915 they came to Cleveland and, in association with D. L. Schumann, acquired the Dennison Square. Their activities gradually expanded until they finally controlled eleven theatres in Cleveland. The circuit was known as the Ohio Amusement Company. Schumann is still with the old company as general manager, but Fine and Kramer are out for themselves now.

**Ace Berry**, managing director of the Circle Theatre, Indianapolis, was Cleveland's most distinguished exhibitor guest last week.

**James R. Grainger**, Fox general sales manager; **M. J. Schwartz**, of the home office; **George A. Roberts**, assistant short subject sales manager, and **W. C. Bachmeyer**, central division manager, all attended the opening of the Fox exchange in its new building last Monday.

It is stated in local real estate reports that the new Universal Theatre now in course of construction at East Ninth Street and Walnut Avenue has been leased by **Dr. Brody**, general manager of the Universal-Brody Theatres Company, for ten years and calls for \$26,500 a year for five years and \$30,000 for the second five.

**Mrs. Georgia Moffett**, secretary of the Film Board of Trade of Cleveland, was a guest of the secretary of the Film Board of Trade of Pittsburgh last week.

**Al Mertz**, former local Universal exchange manager, is now with the Detroit F. B. O. outfit, so we've been told.

**H. E. Armstrong**, of the local Universal sales force, has been transferred to the Des Moines office of the company. **J. Smallwood**, a student salesman, succeeds him in the Ohio territory.

**L. J. Tietjen**, local assistant Universal manager, has returned from a vacation which, he says, was a flop. Rain almost every day.

**Max Lefkowitz**, owner of one of the largest local circuits, has returned from a summer trip abroad. **Henry Greenberger**, associate and brother-in-law, went to New York to meet him and his family and to escort him home with due decorum.

**John C. Flynn**, P. D. C. general manager, and **H. O. Duke**, assistant secretary, on a tour of 35 exchanges in 31 days, is scheduled to be in Cleveland about the middle of September for a 24-hour inten-

sive sales campaign in behalf of Morgan Month.

**Robert Cotton**, central P. D. C. division manager, held a sales meeting in Detroit last Saturday.

**H. F. Grove, Jr.**, representing Topics of the Day and Æsop's Fables, was around here last week doing some intensive work among local exhibitors.

**Max Federhar**, who operates the Regent and Rialto theatres, Akron, has the honor of being the first out-of-town exhibitor to visit the new Fox exchange.

**Charles Brill**, prominent Akron exhibitor, has just returned from a summer's travel in Italy and France. During his absence the Miles Royal has been operated by his son.

**Harry Charnas** and **Jesse Fishman**, president and vice-president of the Standard Film Service Company, have taken over the Priscilla Theatre, Toledo, from **John Kumler**. Charnas and Fishman are interested in a lot of picture theatres in the territory.

**Silverman Brothers**, operating the Windamer Theatre, Cleveland, have purchased both the Majestic and Opera House, Mansfield, from **Bill Partella**. It is understood that Partella will manage the houses under the new ownership.

A change of name and a change of ownership has been effected toward the Love Theatre at Dresden, Ohio. **N. M. Jones** has purchased the house from **L. E. Love**, and now calls it the Dresden Theatre.

**Ross McVoy** is commuting between Geneva, N.Y., and Findlay, Ohio, in his endeavor to keep supervision of his Temple Theatre, Geneva, and his newly acquired Marvin Theatre, Findlay. The Marvin opened last week, all dressed up in new paint and trimmings.

**Paul Gusdanovic**, former president of the Cleveland Motion Picture Exhibitors Association, went out shopping last week and purchased the Miles Theatre. This makes Paul's fifth house. The others are the Orpheum, a downtown house, and the Regent, Norwell and Norval, neighborhood houses. The Miles previously belonged to **Charles Broz**. Broz, however, has been in poor health and is disposing of his local holdings in order to move out west.

**United Artists** will have an exchange building of its own in Cleveland. Plans have been made and a general contract let to the Austen Company, local builders. The new exchange will be on East 21st Street, just north of Payne Avenue, in close proximity to the

## Cleveland



**Buddy Hooton**, manager of Universal's American Theatre in Denver and advance exploiter for M-G-M's trackless train

Film Exchange Building and to the new Fox Exchange Building.

**Loew's Ohio Theatres** is staging a golf tournament for all of its employees. The date is set for September 17th, but the place has not yet been definitely determined. **Fred Clary**, Stillman Theatre manager, **Tom Carvon**, artist, and **Harland Fend**, of the publicity department, constitute a committee on arrangements. Prizes will be awarded. This is the first affair of its kind ever staged in Cleveland by a local circuit.

**Bob Suits**, who has been house manager of the Allen, under general manager **George Langan**, has left Cleveland to become general manager of one of the Loew presentation houses in New London, Connecticut.

**Robert Cotton**, P.D.C. division manager, is confined to his home with a bad attack of quinsy.

**Nat Barach**, Warner Brothers Central Division manager, went to Chicago last week to attend the Vitaphone opening at the McVickers Theatre on September 15th.

**Mark Goldman**—remember him? He was among the last of the local Selznick Exchange managers. Well, he's back in town after two years' wandering, as manager of the Cleveland Tiffany Exchange. He stepped into the post last Monday, following the resignations of **M. H. Greenwald** as district manager and **Abe Gerson** as local exchange manager.

**Meyer Fine** and **Abe Kramer**, who have just started anew collecting theatres following their withdrawal from the Ohio Amuse-

ment Company, have purchased the Princess Theatre, Euclid Ave., from **Victor Wolcott**. Messrs. Fine and Kramer state that they have other theatre deals under way.

**Julius Fisher**, Universal short subject manager, was in town last week-end. He was on the way to Hot Springs, Arkansas.

**Carl Hohage**, for three years associated with the Standard Film Service Company in the home office, has resigned.

**C. H. Parker**, assistant Pathe Exchange manager, is vacationing in Washington, D.C.

**Ward Scott**, manager of the local Fox Exchange, was host to over a hundred guests last Wednesday at a housewarming luncheon to celebrate the opening of the new Fox Exchange Building just completed. After the luncheon, which was served in the inspection room, the guests were piloted on a tour of inspection, through the building, and Scott was congratulated upon having the finest exchange west of New York.

**Jules Schwartz**, exhibitor, and associate of **Dr. B. I. Brody** of the Universal-Brody Theatres, has a new name. They call him "Mr. McFarlan" now, in honor of his new car of the same name.

**Lemotto Smith**, head of the Smith Amusement Company, owning and operating picture houses in Alliance and Warren, made one of his all too rare visits to the local film exchanges last week. Time was when Smith was a regular caller, but his success in the picture business has led to extensive outside interests which occupy the major portion of his time.

**F. A. Kelly**, of the Lincoln Theatre, Massillon, paid the local exchanges a visit one day last week.

**A. H. Abrams** is back from his summer in Michigan, where he supports a summer home, and is again looking after the bookings of his Mozart and Odeon theatres in Canton.

**Fred Desberg**, general manager of Loew's Ohio Theatres, who is spending his vacation with Mrs. Desberg in Europe, is expected home on October 1st.

**Fred Coddington**, manager of the Cameo Theatre, has returned from a motor trip through the East.

**Hilda Smukler**, who has been secretary to Manager **George A. Langan**, of the Allen Theatre, is now associated with the publicity department of Loew's Ohio Theatres.

**Michael Mastandria**, who dispenses motion picture entertainment at the Mayfield Theatre, is recovering from a minor operation.

**M. C. Barth** is still the owner of the Glen Theatre, former announcements to the contrary notwithstanding. Barth sold his theatre to **Nicholas Toetz**. Or rather, he thought he did. A last minute hitch upset the entire transaction





## Chicago



**KING BAGGOTT** and his company arrived in Chicago on Monday of this week and will make their headquarters here while "shooting" scenes at the Aurora race track for "Down the Stretch," the feature now in production. Robert Agnew and Marion Nixon are the leading players in the Baggott party.

Vincent Quarta, of the De Luxe Theatre, is building an eight-hundred-seat Italian style theatre in Lake Forest. Ground for the new structure was broken within the past few days.

Don McElroy, of Fitzpatrick & McElroy, has left on a motor trip for Yellowstone National Park. Mr. McElroy took a motion picture camera with him and expects to have some fine scenes for exhibition on his return.

D. E. Mick, formerly general manager of Finklestein & Rubens' theatres in Duluth, is now field manager for the Great States and is making his headquarters at the company's offices in the Butler Building.

O. J. Harm, Chicago office manager for the Robert Morton Organ Company, is busy receiving congratulations from his friends on the arrival of a baby boy at his house.

Fred A. Perkins, of this company, has been transferred from the Kansas City territory to cover Ohio, Kentucky and West Virginia.

The Rialto Theatre at Champaign, formerly owned by the Virginia Amusement Company, will be opened by Gene Russell, new owner, on September 19.

Ground has been broken for a two-thousand-seat de luxe theatre in Waukegan, which will be op-



The opening of the Kunsy-Balaban & Katz Michigan Theatre, Detroit, Mich., brought many notable visitors. Left to right are: Geo. Trendle, general manager of Kunsy Enterprises; Morris Katz, vice-president of Balaban & Katz; Harold Franklin, general manager of Publix; Barney Balaban, vice-president of Balaban & Katz; Eugene Zukor, vice-president of Publix; John H. Kunsy, president of Kunsy Enterprises, and Herbert Stern, president of Balaban & Katz.

erated by the Great States Theatres, Inc., under a long-term lease. Ed. P. Steinberg, who designed the State Theatre for Lubliner & Trinz, is the architect, and the theatre will include a spacious stage, iced air plant and other features which go to make up a modern cinema palace. Great States already control the Orpheum, Academy and Elite in Waukegan, and plan to put the four houses under the supervision of Julius Lamm, former Chicago theatre man, who, with Ludwig Sussman, went to Waukegan several years ago and took over the Elite.

Theatres escaped the floods in Central Illinois, which did serious damage to other business property and suffered no loss from the high water. They were also able to con-

tinue operation, thanks to the modern system of film distribution, although many film salesmen were marooned at various points on account of flooded roads.

Jimmy Ashcraft is making his headquarters at McVicker's Theatre, having come to Chicago from Kansas City to handle the Chicago premiere of Barrymore in "Don Juan," and the Vitaphone.

Paul Polka, of Polka Brothers, plans to leave for Los Angeles within a few days and while there, make a tour of the motion picture studios. Mr. Polka will be accompanied by his wife.

L. L. Dobson, formerly of Serragorda, Ill., has taken over the Idle Hour Theatre at Rossville, the theatre formerly operated by W. Rutter.

President Castle, of Castle Films, spent the week in Chicago, arranging for local distribution of his product.

Manager Paul Busch, of Associated Exhibitors, has added Syd Schuster to his sales staff. Mr. Schuster has been connected for some time past with Universal's Chicago exchange.

Tom Gillam, First National salesman, has been transferred from city to suburban territory and Jack Schwartz to Northern Illinois.

Maurice Choyinski, popular and veteran exhibitor, is back in Chicago after a two months' trip abroad, during which time he covered the principal points of interest in Europe and the British Isles.

Members of the Chicago Film Board of Trade are arranging for a testimonial dinner which they will tender to Joe Friedman at the Congress Hotel on the night of September 21st.

B. J. Vought, formerly of the Idle Hour, St. Charles, and the Paris Theatre, Paris, Illinois, has taken over the Palace Theatre at Crown Point. The theatre has been operated by Jimmy Bikas.

L. Norvelle has resigned as First National salesman to take over the Northern Illinois territory for United Artists.

Among out-of-town exhibitors seen on Film Row this week were Messrs. Dunlap and Kleighe, of the Parthenon and De Luxe, Hammond, John Koletis, of the American Theatre at Rock Island and the Rivoli and Bijou in Monmouth, who, by the way, is known as the oldest exhibitor in Illinois, outside of Chicago, and Lou Roth, of the Dreamland, Provincetown, who was on the Row for the first time in several months.



## Butte



**W. M. HUGHART**, local manager of the Pathe Exchange, has been called to Seattle to attend a special sales conference of Northwest managers.

E. C. Shaffer, manager of the Columbia local exchange, is out of the city at present visiting Bozeman and Livingston and the smaller adjacent towns.

New salesmen added to the Fox Corporation are W. A. Calkins, who will work the Montana district, and J. L. Tidwell, who is to cover Southern Utah. Mr. Calkins was for a short time connected with the Butte Pathe and later with Preferred Pictures in

the Utah section. Bob Bloomer, who was in the Montana territory, resigned to accept a position on the Coast.

Frank Murphy, booker-manager for Famous Players-Lasky local office, is out of the city in the interest of the annual sales drive for the company.

The Margaret and the Orpheum theatres, conducted by Mr. and Mrs. D. C. Scott of Anaconda, are opened again and the theatre fans once more enjoying their splendid programs.

The American Theatre, which opened its doors last Friday, is enjoying a capacity house run at

every evening performance.

Billy Burke, exploiteer, is back at the old stand for these houses and the advertising stunts he puts over are always enjoyed.

The Harrison Theatre, operated by Joe Warne, reopened Sunday, September 5. The new organ installed this summer was a big attraction and the house was filled to capacity. During the shut down the entire theatre was thoroughly renovated and a new heating system was installed. It is now one of the very attractive playhouses of Butte. It is located in suburban Butte but has a splendid following, due to the unusually good

programs always to be found there.

Associated Exhibitors, in Butte, has a new head, Joe Solomon, who is one of the well-known film men of the Northwest territory and comes to the Butte office from Salt Lake City, where he was formerly associated with the F.B.O. Exchange. He resigned there to accept the management of the local exchange here. He enjoys the respect and confidence of the exhibitors of this State, and Montana is delighted to know that he has decided to remain in our midst and that the pleasant business relations of the past will continue in the future.



## Houston



**BEN AUSTIN**, a former Houston showman, passed through town en route to New Orleans.

Bob O'Donnold, traveling representative for Interstate Amusement Company, has been in town for several days.

O. L. Carter, who has been manager of the Royal Theatre, has resigned this position and will re-enter the theatre equipment field, according to an announcement made several days ago.

Oscar Springer, Pathe man and


Bob Brauer, Universal man, have just returned from a trip through South Texas.

It is hoped that the new Metropolitan Theatre (a Publix house) will be ready by December 15th. Harry Van Demark, local Publix


representative, has set this as a possible opening date.

G. L. Wells has been named manager of the Auditorium Theatre. Mr. Wells has been assistant manager for several years.





## South East



**MISS GIBSON**, of the local Metro-Goldwyn-Mayer office and Miss Shindlehour, booker of the local Liberty office, returned from a two weeks' visit to Boston, Mass.

Phelps Sassen, who has been recovering in a sanatorium in Asheville, from a recent illness, has returned to his home in Salisbury, N.C.

Nat L. Royster, Secretary and Treasurer of the M.P.T.O. of North Carolina, attends the meeting of the arbitration board as exhibitor representative. Any exhibitor who cannot attend the meeting Mr. Royster acts as his representative.

George F. Lenehan, district man-

ager for Producers and Distributors Corporation, was a Charlotte visitor the past week.

C. L. Welch, of the Victory Theatre, Salisbury, N.C., was a Charlotte visitor the past week, arranging dates for new product which he has purchased.

Mr. and Mrs. U. K. Rice, of the Colonial Theatre, Winston-Salem, N.C., motored into Charlotte the past week. Mr. Rice is very enthusiastic over the outlook for the coming season for his theatre.

L. S. Drumm, booker for Universal, spent the week-end in Atlanta visiting his daughter.

The picnic the Film Board was to have for the Exchanges in Charlotte did not materialize on the

4th as originally intended and has been postponed to the 18th of September. There is a very elegant program outlined for this occasion and a big time is expected.

R. T. Goode, former manager of Associated Exhibitors office, has resigned to accept a position as manager of Enterprise Distributing Corporation.

Arthur Dickerson and wife arrived in Charlotte the past week. Mr. Dickerson is the newly appointed manager of Associated Exhibitors office at this point, succeeding Mr. R. T. Goode, resigned.


Charles W. Picquet, President of the M.P.T.O., of North Carolina, has been in Charlotte the past few days looking over new pro-

duct for his theatre at Pinchurst, N.C.


Ed Turner, President and General Manager of the Carolina Theatres, Inc., spent the past Sunday and Monday in Charlotte.

J. E. Webb, of the Webb Theatre, Shelby, was in Charlotte the past week and purchased steel film cabinets, frames and other equipment for his new house in Kings Mountain.

James Estridge, of the Gastonian Theatre, Gastonia, N.C., visited Charlotte the past week. Mr. Estridge stated he is making extensive improvements in his theatre, which will be completed within the next thirty days.



## Canada



**W. J. LISCOMBE**, proprietor of the Greenwood Theatre, 1275 Gerrard Street East, Toronto, has announced his retirement from the moving picture business after many years. The theatre, which is a neighborhood house, has been placed on the market.

The Temple Theatre, Brantford, Ontario, has re-opened after a general renovating of the house, under the direction of Manager Ernest Moule. New carpets, new box chairs, new ventilating system and

other improvements have been made.

Clarence Robson, Toronto, Eastern Division manager of Famous Players Canadian Corp., was presented with a handsome set of gold and platinum cuff links and studs on the occasion of his birthday by the managers of the company's theatres in Western Canada, whom he visited recently.

Manager J. S. Smart, of the Royal Theatre, Port Hope, Ontario, has adopted the three-change-a-week policy for the fall

and winter. Mr. Smart has conducted this house for many years, being a pioneer showman.

Walter Deering, pioneer exhibitor of Winnipeg, Manitoba, has leased the Monarch Theatre, Portage Avenue, Winnipeg. This house, which has been in operation for more than 15 years, was given a thorough overhauling and new seats, new projectors, new screen, new carpets and other new furnishings have been installed. Mr. Deering was with C. P. Walker at the Walker and Win-

nipeg theatres for years and has also managed the Rialto, College and Starland Theatres in Winnipeg.

The Orpheum Theatre, Montreal, which has had various policies in past years, has been reconditioned and re-opened for the presentation of pictures and vaudeville, the latter being booked through the Knickerbocker Vaudeville Exchange. The opening film feature was "That Royle Girl," which had not previously been shown in Montreal.

## Kansas City

**AFTER** a year of hard work C. E. "Doc" Cook, business manager of the M.P.T.O. Kansas-Missouri, betook himself upon a well earned vacation this week. Maryville, Mo., was the principal point of the tour, he being interested in the Missouri Theatre there, which he and his father, J. R. Cook, opened this week. The house is said to be one of the most modern small houses in the territory.

Among the out-of-town exhibitors in the Kansas City territory this week were: G. E. Schildkett, Rex, Joplin, Mo.; Lawrence Brueminger, Lawrence Amusement Company, Topeka, Kas.; W. P. Bernfield, Opera House, Wathena, Kas.; T. S. Wilson, Byers Theatre, Excelsior Springs, Mo.; Herb Welch, Atchison, Kas.; Walter Wallace, Orpheum, Leavenworth, Kas.

Eight Universal exchange managers met in Kansas City Saturday to plan a large sales drive which will be launched soon. Those in attendance were: L. W. Alexander, Chicago; Harry Taylor, Kansas City; Manny Gottlieb, St. Louis; C. Chapman, Sioux Falls, S.D.; George Naylor, Des Moines, Ia.; Harry Lefholtz, Omaha; William Moran, Oklahoma City, and H. McKilloran, Dallas, Texas.

After working six weeks on the Fox Exchange books, C. Paulsen, Fox auditor, left for Omaha.

Paramount Exchange completed arrangements whereby the Apollo Theatre, Kansas City, would be the suburban outlet for first runs in Kansas City.

R. L. MacLean, assistant to C. D. Hill, P.D.C. district manager, was a Kansas City visitor.

First National Exchange employees were kept busy this week mailing out new date books to exhibitors.

As proof of his ability as a fisherman, "Red" Jones of Educational, who is spending his vacation in Minnesota, sent back a plentiful supply of fish—salted—to fellow workers.

Frank Cassil, formerly with Pathe, accepted a position as sales representative with Paramount.

A. H. Fischer, Warner Bros. district manager, spent the week installing Edward Albersson as branch manager in Kansas City.

James Winn, Educational branch manager at Des Moines, Ia., was a Kansas City visitor, as was Milton Simon, special representative for Rayart Pictures Corp.

## TRAILERS SELL SEATS NATIONAL SCREEN SERVICE

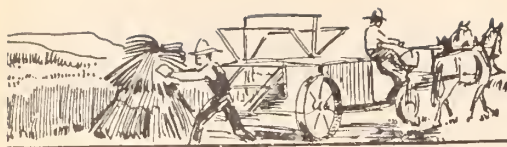
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## Des Moines



A. C. SHUNEMAN, owner of the Isis Theatre at Webster City, has announced his intention of extending his theatre interests and is building a theatre at Spencer, Iowa. This theatre will offer opposition to the theatres owned by H. N. Davies, the Solon and the Frazer. Mr. Shuneman said that he would probably begin the building of his theatre within a very short time.

The Fontanelle Film Company has opened up its headquarters at 1019 High Street at what was previously the Chemical Company's offices. This building offers commodious quarters for the Fontanelle Company which will take care in their business office of the business of the Tiffany Productions which occupies the opposite half of the building. Max Wintrob is owner and manager of the Fontanelle Film Corporation. It is the intention of the Fontanelle company to build an office for their permanent use. Until further an-

nouncement their headquarters are at 1019 High Street.

Mr. and Mrs. Byron Watson are opening up a new theatre at Knoxville on September 21. The name of the new house has not yet been announced. It is a pretentious building, costing, it is estimated, from \$35,000 to \$50,000. The theatre will seat 750 and has a very attractive gallery arrangement. Mr. and Mrs. Watson are also the owners of the Grand Theatre at Knoxville.

C. A. Niles, of the Eastern Iowa Theatres Company, was in Des Moines on theatre business.

Miss W. Barnes, previously associated with the Hostettler Circuit at Omaha, has been enlisted for the staff of F.B.O. in Des Moines.

C. A. Hummingberg, of Newton, who owns half interest in the theatre being constructed at Newton in the new Hotel Maytag Building, on a recent trip to Des Moines, announced that the theatre would not be ready for opening until the

first of the year. The cement ceiling of the theatre has just been put in. The A. H. Blank Enterprises of Des Moines will have the management of the new theatre. It will seat 1,000.

Two Peerless arc lights and a Hertner transverter were sold by the Exhibitors Supply Company to the Strand Theatre Company at Creston. Harry Frankel is the head of this company.

W. H. Mart, of the Strand Theatre at Grinnell and L. C. West, of the Colonial, at Grinnell, visited Film Row last week. Mr. West and Mr. Mart doing their buying together.

The Educational office, reports James Winn, manager, is now in the midst of preparations for the national drive in Christy's fifteenth anniversary week, starting November 14th.

Al and Ted Varowsky, of the Universal office, celebrated New Year's last week.

Alexander Frank purchased a

new screen for his theatre at Sioux City, the Plaza.

W. H. Nichils, district manager for Famous Players, and Phil Reisman from the New York office, were in Des Moines last week.

H. A. Kauffman, manager of the Pathe office, was in Omaha over the week-end for consultation with M. Hostettler, of the Hostettler Circuit.

Small accessories in the theatre equipment line are selling very well this fall, is the announcement from the Exhibitors Supply Company. A number of exhibitors who were in to buy equipment were Joe Gerbracht, of Ames, Byron Watson, of Knoxville, John Anderson, of Boone, and Mr. Hummingberg, of Newton.

E. P. Smith, of the Strand, at Newton, was one of the important visitors in Film Row. Also B. I. Van Dyke, of the Royal, at Des Moines.

N. C. Rice, manager of the F. B.O. Exchange, has been touring the Eastern part of the state.



## Minneapolis



CHARLES LEE HYDE, Pierre, S.D., exhibitor, is back at his Grand Theatre after participating in the polo tournament at Fort Snelling. Hyde made five goals, leading his team to two victories, defeating Twin City players and winning the round robin in which Fort Snelling, Chicago and Des Moines teams also competed.

The Crystal Theatre, Bird Island, Minn., has been purchased from M. J. Huss by W. D. Putnam, of Fargo, and will show six nights weekly.

W. Van Dyke, new manager of the Bijou, Kaukauna, Wis., has reopened his house.

The Liberty, at Council Bluffs, Ia., managed by Ben Harding, has been redecorated.

The new \$300,000 theatre of West Racine, Wis., has been named the New Capitol.

Victor Tornquist, who recently discontinued his Mitchellville, Ia.,

theatre, has sold his equipment and the house will open soon.

The Des Moines, Ia., Princess Theatre opened Sunday.

The Amuse-U Theatre Company, which recently took over the Keck Theatre at Wapello, Ia., as the fourth of its string, has named James Collodi, Muscatine, Ia., as manager.

Lou Hummell, Associated Exhibitors branch manager, who resigned recently, has joined United Artists sales staff.

The Empress, at Albert City, Ia., has reopened.

Motion pictures at Clearbrook, Minn., are now in the hands of the Hall Association, which has taken over the town's only house.

Mrs. C. A. Firmenich is the new manager of the Grand Theatre, Baudette, Minn., succeeding Charlie Peterson.

John Sholseth's Paramount-Princess Theatre, Sioux Falls, S.

D., has been purchased by Sam Cornish, former First National salesman. Sholseth's health failed recently after he had handled the house three years.

The Ford Theatre at Lead, S.D., is now managed by Leo Bertolero, with Fred Harris as organist.

The Lytton Opera House Company has been incorporated at Lytton, Ia., to operate theatres in that state.

Tom McAvoy, lately United Artists' branch manager, has entered the Vitaphone department for Warner Brothers.

Miller & Rinold have opened a theatre at Riverside, Ia.

Construction is said to have begun on the new community theatre of the Northern Lakes Company at Phelps, Wis.

A. M. Leith has bought back the Strand, at Milford, Ia., he recently sold to Jerkins Brothers.

Roy Benson, of the Crest, at Creston, Ia., has opened the Di-

agonal picture house at Diagonal.

The new theatre at Park Falls, Wis., planned by Northern Theatre Company, Minneapolis, is being built for John Esterl, of the Rex, according to J. E. Nason, president of Northern.

Associated Exhibitors have added H. C. Remington and H. L. Muir to their Minneapolis branch staff.

Pay Enterprises opened their new Egyptian Theatre at Sioux Falls Friday night, September 17. It was society night with all seats reserved. Something striking in the way of decoration was revealed in the King Tut treatment of the house.

Phil Reisman, Eastern Manager for Famous Players-Lasky Corporation, formerly district manager here for his organization, was given a testimonial dinner by Finkelstein & Ruben on the occasion of his visit here last week.



## Philadelphia



JOHN J. MCGUIRK, and Alex. R. Boyd, vice-presidents of the Stanley Company of America, Frank W. Buhler, managing director, and other executives of the Stanley Co. went to Washington to attend the wedding of Mildred Antoinette Crandall, daughter of Harry M. Crandall, well known Washington exhibitor and representative of the Stanley-Crandall interests in that city.

The De Luxe Exchange has again been made the victim of a thief with the disappearance of a \$455 pay roll.

Ben Abrams, who was for a number of years representative of

the Harold Lloyd Corporation in Philadelphia, and who later went to New York to assume a similar position with the same organization, has returned to Philadelphia and is acting as special representative for Associated Exhibitors.

Hal Roach, the well known short subject producer, was a recent visitor on Vine Street and entertained the members of the sales force of the Philadelphia exchange at a luncheon at the Arcadia Cafe and took them for a ride through Fairmount Park.

Newton Kettinger who has been assistant cashier in the Philadelphia office of Pathe for some

years, was recently promoted to the post of cashier in the Indianapolis exchange. He has been succeeded in this city by William Rossell.

Charles Beylin, who was for some years a booker on Vine street, and who about eight months ago was appointed booker in the Pathe Exchange in Charlotte, N. C., was a recent visitor on the street.

The Elrae Theatre, 22nd and Cambria Streets, which has been operated for some years by William Molliver, has been sold outright. William Cherry held title to the property.

Jules E. Mastbaum, president of

the Stanley Company, has just purchased one thousand seats for the Dempsey-Tunney fight and will have a large number of his friends as guests at the fight. Among the motion picture executives from New York who will attend the fight will be Adolph Zukor, Sidney R. Kent, George W. Weeks, Jesse L. Lasky and Phil Reisman.

The East Coast Theatres Company opened three additional houses on their chain on Labor Day. These were the Fire Hall, Robeson, Pa.; the Palace Theatre, Berlin, N.J.; and the Spicelmont, Marcus Hook, Pa.





## Salt Lake City



**LOUIS MARCUS**, District Manager of Famous Players-Lasky Corporation, returned this week to Salt Lake City.

The local exchange of Famous Players-Lasky Corporation was signally honored the latter part of this week by a visit from George W. Weeks, General Sales Manager for Paramount.

Mrs. Lawrence J. McGinley, wife of the local Paramount Exchange branch manager, and daughter Evelyn, have returned to Salt Lake after a two months' stay in Connecticut and New York.

Jack Tillman, formerly with Paramount and now with Metro-Goldwyn-Mayer, called on friends along Film Row a few days ago.

Miss Mae Fox, who has been an inspector for Paramount here for quite a great length of time, has resigned.

Harold Pickering, formerly exploiter for the local Paramount Exchange, has left here to accompany "Miss Utah" on her trip to the beauty pageant at Atlantic City, acting in the capacity of manager and adviser.

S. D. Perkins, District Manager for Metro-Goldwyn-Mayer, after having conducted a sales campaign in the Montana territory with branch manager L. C. Wingham, is leaving for his headquarters in Denver immediately.

Joe Wolf with his crew of special representatives of the New

York office, passed through this city recently en route to San Francisco.

J. A. Epperson, local manager of the Pathe office, is working the Central and Southern Utah territory with his salesman, George Jensen.

Fritz Hummel, of Toortellotte and Hummel Architects, of Boise, Idaho, is in this city to meet with Carsten Dahnken, one of the owners of the American Theatre, to complete the detail plans of the Egyptian Theatre, in Boise, Ida., which The F. C. Dahnken Company is building there. They expect to open this house the latter part of 1926.

L. N. Strike, of the Kinema Theatre, of this city, is back from a business trip into Montana.

Abel Davis, District Manager for Associated Exhibitors, left for a short sales trip into Idaho with his salesman, Ernie Gibson.

The local Associated First National office has been moved into the new building this week. Vete Stewart is now making the Idaho country and Claude Hawkes is working Southern Utah out of this exchange.

Clyde H. Messinger is back at his managerial duties at the Educational Exchange of this city, from a trip into the Idaho country.

Branch Manager H. Bradley Fish, of the local Fox office, left

a few days ago for a swing into the Montana territory.

Steve Deal is lining up new business along Film Row here this week for his Star Theatre, at Springville, Utah.

Frank White, former owner of the Real Art Theatre, at American Fork, Utah, is in Salt Lake City, paying a visit to the different exchanges. White has just returned with his family from a three months' trip in the Northwest and Los Angeles. His theatre was sold some time ago to J. H. Miller, who changed the name from the Real Art to the Cameo. White expects to become located in the show business again before long.

James R. Keitz, local manager for the Columbia Pictures Corporation, is covering the entire State of Idaho.

John Ruger, of the American and Orpheum theatres, and also one of the owners of the new Egyptian Theatre, which is now under construction in Park City, is an exhibitor visitor here.

Al O'Keefe has returned to his managerial desk at the Producers Distributing Corporation Exchange, after a two weeks' trip throughout Montana.

Bob Epperson, formerly connected with the Pathe Exchange, here, in the capacity of sales representative, has joined the local Producers sales force and will cover the Idaho and Wyoming branches.

E. L. Walton, formerly covering the Idaho country out of the local P.D.C. office, is now connected with Producers in Seattle, according to report received here.

Nick Salvurakis, owner of the Lyric Theatre at Price, Utah, is visiting this city in the interest of his house.

S. B. Steck, operating the Lyceum Theatre at Ogden, Utah, was seen among exhibitor visitors here this week.

Fred Lind, who has charge of the F.B.O. office of this city, is spending a few days in the Montana territory. R. L. Harris is in town after a trip into Idaho and Wyoming, out of this exchange. W. T. Withers has been in Montana for the past few weeks.

Dave Farquhar, manager of the Warner Brothers Exchange here, has just returned with special representative A. F. Hickox from Butte, Montana, where they have secured a location for an office which Warner Brothers are to open there about October 1st. They have engaged the services of Miss Dorias, who is very well known throughout the State of Montana on account of having acted in the capacity of booker in the film business there for a number of years.

Edward C. Mix is covering the Southern Utah territory this week and M. F. Keller is still making the State of Montana out of the local Warner Brothers Exchange



## St. Louis



**SKOURAS BROTHERS ENTERPRISES** has negotiated a ten-year lease of the three-story and basement brick building at 2317-19 Morgan Street, St. Louis, Mo., fronting 60 feet on Morgan Street, by a depth of 147 feet and containing 35,280 square feet of floor space.

The new building will provide quarters for three important departments of Skouras Brothers Enterprises and associated houses, including the St. Louis Amusement Company group.

F. E. Grider, manager of the Criterion Theatre, in Poplar Bluff, Mo., was burned seriously the night of September 3, when ten reels of film caught fire.

Grider was in the projection room at the time.

The damage to the theatre building and equipment was placed at \$3,000.

"Nicky" Goldhammer, manager of the St. Louis office for Warner Brothers, went to Chicago, September 14, to attend the showing of "Don Juan," the Vitaphone special, at the McVickers Theatre on September 15.

The Southampton Theatre, St. Louis, Mo., reopened Saturday, September 11, under the management of Charles Daniels, who also operates the Marshall Theatre in Maplewood. The house will operate on the double feature basis.

Mr. and Mrs. John Karzan have announced the arrival of a seven-

pound boy at the Karzan home in University City on Sunday, August 29. John has wired Jimmy Londos that he now has another rival for the world's wrestling championship. John, the daddy of all of the St. Louis exhibitors, operates the Olympia, Lincoln, and Casino theatres in St. Louis.

C. T. Charack, Universal exploiter, after a two months' vacation spent in Hollywood visiting the studios, has returned to handle exploitation and publicity in the St. Louis district, which now covers Des Moines, Omaha and St. Louis. His headquarters will be in St. Louis.

Charles Byrnes, manager of the Lyric Theatre, East St. Louis, Ill., was honored with a testimonial week, patrons of the house, managers of the various film exchanges and city officials uniting in paying their respects to the popular manager of the big house.

Many of the film men operating out of St. Louis were marooned by the flood waters that swept Eastern Missouri and Western Il-

linois last week. In some places main highways were eight and ten feet under water, which indicates how difficult it was for the flivvers to flit about as usual.

Ross Denny has given up his house at Jerseyville, Ill., and will concentrate his efforts on the Bijou at Carrollton, Ill.

S. E. Pertle, of Jerseyville, Ill., is sporting a new Auburn Beauty 8 sedan.

Ben Weinberger has taken over the management of the Bridge Theatre on Natural Bridge Avenue, near Euclid Avenue. He has changed the name to The New Bridge Theatre.

J. Kramer is the new owner of the Bond Theatre in East St. Louis, Ill.

Chris Nortez is operating the Lang Family Theatre in Italian Heights, St. Louis. Prior to the World War this section was known as Dago Hill, but in deference to our Allies the name was changed. It is famous for its wine, women and hospitality.

The deal involving the transfer of the Rivoli Theatre, Sixth Street, near Olive Street, to Charley Goldman and Jules Leventhal, is due to take effect on September 15, according to unofficial advices. Goldman and Leventhal also operate the Astor, Senate, and Rainbow theatres.

Chris Haldeman is the new owner-manager of the Globe Theatre, Wayland, Mo.

Joe Litvag, the popular St. Louis exhibitor, is back from a trip to Chicago.

General Manager Kent, of Paramount, was a caller on Saturday, September 11. He stopped off en route to New York.

Harry Strickland has joined the sales staff of the local Warner Brothers' office. He has his old territory in Southern Illinois.

Visitors of the week included: Johnny Pratt, Fulton; Mrs. I. W. Rodgers, Cairo, Ill.; S. E. Pertle, Jerseyville, Ill.; Tom Hall, Moberly.

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DEVELOPING AND PRINTING MOTION PICTURE FILM





## Albany



NO leniency is being shown in Watertown, N.Y., to the individual who is inclined to raise a disturbance at a motion picture show. City Judge Joseph McConnell last week gave an offender a choice of \$25 or twenty-five days in jail.

Alec Herman will become local manager for the Producers Distributing Corporation Exchange on September 22, succeeding Ralph Bishop, who has been transferred to the Cleveland branch. Mr. Herman is spending this week at Rockaway. Before leaving the First National Exchange he was given a handsome traveling bag, fitted out in ebony. The presentation was made by Ed. Lewin, on behalf of the employees of the exchange. John Bulwinkle arrived in town during the week, from New Haven, Conn., and has taken over the management of the First National Exchange.

The Arbitration Board met in Albany on Monday of this week, for the first time in several weeks. There were a dozen or more cases threshed out.

Andy Smith, sales manager of the Eastern District for First National, was in town during the week.

George Roberts, from the home office of Fox, and who is assistant general sales manager for short subjects, stopped over in Albany on his way to St. Louis.

Harry Rose is painting the in-

terior of the King Theatre in Troy, and is proving himself a handy man with the brush.

The Eagle, which will be operated by George Roberts in the old Catholic Union Building, is rapidly nearing completion, and will probably be in shape to open by the last of the month. The seats are being installed and the new organ is in place.

Every time that Jake Rosenthal, owner of the Rose Theatre in Troy, goes out of town, his associates repaint his private office. The last time it was a blue color, which apparently didn't please Mr. Rosenthal, who remarked that the room resembled either a kitchen or a bedroom. When he returned home this week from a trip, he found his office a light yellow.

Harry Lux, of the Alhambra in Utica, is back home from a vacation spent in the woods and is once more at his desk.

Jack Krause is sporting a new wrist watch, the gift of the Albany Film Board of Trade in appreciation of Mr. Krause's efforts in connection with the outing of the Board held several weeks ago.

Fred Mausert has started operations on a new office building in Glens Falls, which will be erected in front of his present theatre, which stands a considerable distance from the street.

Mrs. Lew Fischer, of Fort Edward, wife of the well known exhibitor in that village, is still

obliged to use a wheel chair in getting about following the fracture of her ankle a number of weeks ago, at the Film Board of Trade outing.

Art Goldsmith, a formerly well known salesman in this city and now of Pittsburgh, paid a flying visit to Albany last week.

Mrs. Ben Stern, wife of the manager of the Lincoln in Troy, is spending her vacation in Atlantic City, where her parents reside.

Lew Fischer, of Fort Edward, showed motion pictures at the Chatham Fair four nights last week. Mr. Fischer is spending considerable money on his houses in Fort Edward and Hoosick Falls and reports business as being good.

There was a Labor Day "outing," consisting of indoor sports in this city, last week, at which Leon Herman, Julius Berinstein and Isador Schmertz, carried off all the honors or winnings. Among those taking part were Ben Berinstein, of Elmira; Julius Berinstein, of this city, Harry Seed, Mr. Schmertz and Mr. Herman.

Mr. and Mrs. A. T. Mallory, of Corinth, paid their first visit to the new Exchange Building last week, and were shown through each exchange. Mrs. Mallory is a sister of Frances Starr, the actress.

John Christie is now operating the Third Avenue Theatre in Watervliet seven days to the week, while the Waterford Casino, which has been closed for the past two

months, reopened during the week.

Mr. and Mrs. H. C. Bissell, of the Universal Exchange, spent Labor Day in New York as guests of Mr. and Mrs. Richard Anderson. Mr. Anderson is sales manager for the International News.

Harry A. Seed announces that he has a new salesman in the person of R. Sulley, formerly of New Haven, and more recently connected with the Tiffany offices in New York City.

Sam Morris, general manager for Warner Brothers, was a visitor in Albany last week.

L. Shapiro, of Manchester Depot, Vt., was one of the exhibitors from out of town who did a bit of shopping in Albany last week. It was the first visit Mr. Shapiro made here in some time. In addition to running the motion picture theatre in the Vermont town, he is also postmaster.

George Seed is now head shinner at the Warner Brothers Exchange in this city.

All parts for the new organ being installed at the American, in Troy, arrived during the past week and it is expected that the instrument will be dedicated early in October.

A new theatre is being built in Chatham, and will have a seating capacity of about 800. It will be opened some time in November. It is understood that the house is a community project.



## Central Penn



LABOR DAY marked the re-opening of the Pioneer Theatre, at Robesonia, which was recently acquired by the East Coast Theatres Company, in which Oscar Neufeld and Samuel Stiefel, of Philadelphia, are the controlling figures. The house was bought from W. J. Noll, and had been closed to undergo repairs.

The Rex Theatre, Reading, has been acquired by the Franklin Theatre Company, controlled by Ben Amsterdam and Lou Korson, making the eleventh theatre operated by these interests in the city of Reading.

The Mount Penn Hotel, overlooking Reading, which had been closed for two years, has been

re-opened under the management of Frank D. Hill, who for some years was manager of the Lyric and later of the Hippodrome theatres in that city.

Work of razing Franklin Hall, Mechanicsburg, the first building in which motion picture shows were held in that town, was begun on September 2. A bank building is to be erected on the site.

Mr. and Mrs. George M. Krupa, of Lancaster, who retire from the theatre business with the sale of the Hamilton and the leasing of the Capitol theatres to the Stanley Company of America, are among the pioneer picture exhibitors in that city. Mr. Krupa entered the business when the movies

were in their infancy. Mrs. Krupa, a talented musician, took charge of the musical programs of the theatres and evolved many features that were received with enthusiasm by theatre-goers.

A costly Turkish rug has been placed in the lobby of the Capitol Theatre, York, controlled by the Nathan Appell Amusement Enterprises.

Announcement has been made that the new Eddie Plank memorial gymnasium at Gettysburg College, Gettysburg, will be equipped for theatricals and motion picture shows and will have a stage and a seating capacity of 1,200.

A new \$15,000 organ is being

installed in the Bijou Theatre, Milton, by the proprietors, the Pappas Brothers.

Clayton D. Busse, prominent Easton picture exhibitor, has returned to Easton after a trip to Florida, where he was looking after his theatrical interests there and real estate.

The Alto Theatre, Clark Summit, which seats 250, has been acquired from Ellis Jones by the Comerford Amusement Company of Scranton.

David Brodsky has announced he received contracts for decorative work in the Colonial, Savoy and Royal theatres in Reading.



## Florida



CHARLES SAPPAL, Tracy Barnham and B. H. Trumbull, of the S.-B.-T. Properties, Inc., all left for Atlanta this week to arrange bookings for their circuit. This company now has nine theatres in seven South Florida cities and are planning to open new ones as fast as they can obtain satisfactory locations.

John B. Carroll, General Manager of the Public houses in Tampa and St. Petersburg, is in the latter city for the opening of their beautiful new theatre there, the Florida.

Next month the new Tampa Theatre will open and there will be a general change around of the managers of the Consolidated houses. James M. Wiest, now manager of the Victory, will take charge of the new Tampa Theatre. George B. Peck will leave the Strand and take charge of the Victory and O. G. Finley will leave the Grand and move over to the Strand. J. H. McLaughlin will continue at the Franklin, he having asked to be left at that house. Just who will be the new manager of the Grand

has not been announced by General Manager John B. Carroll yet.

The old Royal Theatre, in West Tampa, is being wrecked and will be all re-built. Leon Cazin has leased this house, together with the Main Street Drug Store next door, from M. Diaz and is going to combine the two into one large theatre. The location is fine, as it is on the best corner of that city. Leon is an old timer at the show business and is planning an up-to-date house, which will be called the Cazin Theatre.

A new theatre is to be erected in

Gainesville. The owners of one of the best sites in the city has had plans drawn for the house and is organizing a stock company to erect the building and operate the house.

The Victory, Tampa, will have the Keith vaudeville for the first three nights of each week, starting Monday, September 20th. The acts will then go to the Plaza in St. Petersburg for the last half of the week. The regular feature picture programs will be shown the other days.



# New York and New Jersey

WHEN Elias Mayer and Louis Schneider opened the doors of their new Commodore Theatre, Second Avenue, corner Sixth Street, Manhattan, on Thursday evening, September 2, there were probably 20,000 customers on hand and ready to pack themselves into the 3,500 seats afforded by the house. Without question it was one of the greatest motion picture theatre openings ever witnessed on the East Side of New York and Messrs. Mayer & Schneider are to be congratulated for giving to the people of that section one of the finest theatres in the city.

The usual ceremonies attendant to a theatre's premiere were observed; guests of the evening were graciously taken care of by Mr. Schneider and Mr. Mayer, assisted by Louis Goldberg and Manager Simon. Lon. Haskell introduced the several stars who contributed to the opening program.

Among those present well known in local film circles were: Philip Cohen, David Sakowitz, Jack Bradkin, S. Bradkin, Judge Levine, Matty Radin, Amy and Jean Aimer, Sidney Smith, Harold Rodner, Julius Schwartz, Ben Schwartz, Harry Buxbaum, Sam Lesselbaum, H. Sonnenshine, Irving Wormser, Phillip Sternberg, Phillip Singer, Paul Luck, Boone Mancall, Nat Cohen, Sam Epstein, Abe Blumstein, David Gross, Bernard Sholtz, Sam Goldfarb, H. Frank, Max Cohen, Nat Beier, Jack Bellman, Joe Lee, Harry Fogarty, H. Gluckman, Messrs. Libman and Spanjer, Mrs. J. J. Iris and Commissioner Doorman.

Not only is Matty Chrystmos, of Chrisedge Theatres, a busy man these days, opening up new theatres, but other matters of import have of late demanded his attention. For instance, on Labor Day Mrs. Chrystmos presented Matty with a brand new ten-and-one-half-pound baby boy. Matty is also the father of two charming young daughters.

One of the finest and most sincere testimonials ever tendered a popular theatre executive took place recently when the managers of the Fabian Theatre Circuit of New Jersey gathered together at a dinner held at the Alexander Hamilton Hotel in honor of Charles Dooley, managing director of the Fabian houses.

In addition to the attendance of Congressmen, Senators, New York exchange managers and practically every prominent exhibitor in the State, telegrams were received from New Jersey's governor and several other high officials, congratulating the Fabian organization and Charles Dooley on the occasion of their twelfth anniversary; we group the two together, for it was Charles Dooley who managed the first motion picture theatre under the Fabian banner.

As a token of appreciation of one of the best liked theatre directors in this zone, Motor Vehicle Commissioner Dill, in behalf of the several Fabian managers, presented Mr. Dooley with a handsome watch. The New York Salesmen's Association also tendered an appropriate gift.



According to his facial expression, Arthur Greenblatt, New York exchange manager for Educational, seems pretty well satisfied with the advance showing of his Christie Comedy Drive

Maurice Ross, one of the pioneers of the exhibitor field and now operating the Palace Theatre of Lakewood, N.J., paid the local exchanges a visit this week. Prior to his association with the Lakewood house, Mr. Ross spent nine years in Pittsfield, Mass., where he operated the Strand and Union Square theatres.

Now that a chill is creeping into the autumn breezes along the Jersey Coast, a couple of our well-known film men and exhibitors are seeking their winter quarters. S. H. Fabian, after a successful season at vacationing and golf, has returned to his winter home at Paterson, while Eddie Carroll, Associated Exhibitors' Jersey representative, will hibernate at Montclair; however, as to hibernating—not in the sense of the word, for Mr. Carroll is a very active young man. He not only sells miles and miles of celluloid pictures, but right at the present time is building a ten-room house in the city of Montclair.

Another well-known Jersey exhibitor came over this week in search of something choice for his exacting Englewood audience—Sam Perry—and this time Mr. Perry is sporting one of "The Greatest Buicks Ever Built." It's a new slate-colored sedan and a New Jersey Buick Company is now the owner of Sam's Dodge. The new car, under Sam's guiding hands, has already traversed several thousand miles of Adirondack roads.

Following their recent marriage ceremony, Mr. and Mrs. A. M. Fabian sailed last Saturday on the S. S. Olympic for Europe. It is their honeymoon and they expect to return to the U.S.A. in about six weeks.

Pete Adams of Newark was also over, calling on the local exchange men this week. His Newark Theatre, Newark, has reopened for the fall season; likewise, the U.S. at Paterson, the latter house having recently undergone repairs made necessary by a fire of a few weeks ago.

Sol Brill, who, it is said, has

recently become interested in the Strand Theatre, Lakewood, N.J., is spending approximately \$30,000 for repairs, etc., on that house. According to report, the Strand's policy will probably stress the vaudeville end of the program, although pictures will, of course, form a part of the bill.

Over in the Big U Exchange a number of shifts have recently taken place. Since August 15, Joseph Friedman, who has been with Universal for ten years, has been made general manager of the exchange. Dave Brill, also well known in and around this zone, will handle all sales in Greater New York and New York State. L. J. Kutinsky, replaced by S. S. Liggett, will take care of all New Jersey accounts. A new policy, which will be followed through by all salesmen, is that the men will now handle one hundred per cent. of the Universal product instead of specializing on either features or short subjects, as in the past.

Although reported by several film trade papers as having been taken over by the Fabian-Stanley Circuit, the Lyric Theatre, Hackensack, N.J., operated by Manager Otis, is still under control of the latter, according to a statement made this week by Mr. Otis. There are three theatres in Hackensack at the present time; two under control of the Fabian-Stanley organization and the Otis house makes up the third.

Charles Stombaugh, Pathe New Jersey manager, is back at his desk again after having attended the "Educational Convention" at the Ritz, New York City.

Ben Antler has reopened the Warren Square Theatre at Newark. Plans are under way to increase the seating capacity from 400 to 600 seats.

Aaron Schusterman has taken over and is now operating the Opera House at New Brunswick. The house seats about 1,200 and will probably operate on a vaudeville and picture policy.

Pelham Lynton, of the New York Pathe Exchange, spent last Saturday and Sunday as the guest

of S. H. Fabian at Bradley Beach, N.J.

Miss Goodman, who made Albany her home before her association at the Pathe Exchange as Charles Stombaugh's secretary, has resigned her position and returned to the Capitol city.

Another resignation from the Pathe sales ranks has to do with Irving Rothenberg, two-reel comedy man. A further connection has not been announced.

John Dacey, assistant manager to William Raynor at Pathe, has returned from a vacation spent down on Long Island.

The Fabian-Stanley Corporation has recently opened its New Jersey offices in the Federal Trust Building, at 972 Broad Street, Newark. Both S. H. Fabian and Louis Stern, the latter an executive of the Joseph Stern Enterprises, recently acquired by the Fabian-Stanley Corp., will make these offices their headquarters, where buying for the circuit will be handled.

The usual autumn crop of theatre openings is well under way, having secured a remarkably good start during the last two weeks in August.

The Halsey and DeKalb Avenue theatres in Brooklyn, part of the Small & Straussberg circuit, opened Labor Day with a number of new accessories furnished by Joe Hornstein.

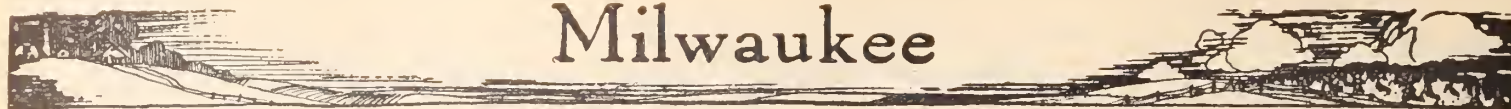
On September 24 the New United Theatre, a house said to have cost \$1,000,000 and located at Myrtle Avenue and Hudson Street, will get under way. Henry Grossman is the owner and Edward S. Canter will be in charge. Canter formerly managed the Crescent Theatre, Bronx. Stage presentations and feature pictures, augmented by a 15-piece orchestra, will form the house policy.

Other openings include the Stanford Theatre, Springfield Avenue, Newark; Chrisedge Theatres, Rosedale, Bronx; the Franklyn, Nutley, and the Washington Theatre, Brooklyn Heights.



Joseph Friedman, recently appointed general manager of the Big U exchange, New York City





## Milwaukee

**SAXE AMUSEMENT ENTERPRISES** announces that within a month construction of the latest Saxe house will be begun. The newest theatre is the "Up Town" and will be located at 49th and Lisbon. Plans indicate that it will be one of the outstanding outlying theatres.

The Opera House and the Rex Theatre at Berlin have been taken over by Jack Yeo, who is also managing the Odeon and Davidson theatres at Beaver Dam.

B. A. Smith, manager of Famous Players Exchange, is in Chicago for a few days on a business trip.

Max Stahl, former manager of Educational offices and now special representative for Educational, stopped in to visit his old friends in Milwaukee for a few moments recently.

Louis Schimman, manager of the Up Town Theatre, Sheboygan, visited Film Row this week.

Les Hoadley, popular organist of

the Milwaukee Theatre, has been transferred to the Wisconsin to succeed Eddie Fitch.

"Doe" S. G. Honeek, manager of Producers Milwaukee branch, spent a week out in the territory making several key towns.

Dan Kelliher, manager of the Princess Theatre, Elkhorn, and the Majestic, Lake Geneva, was in Milwaukee on business.

Saxe's Wisconsin Theatre was host on Thursday to 800 Marquette University freshmen.

W. Walch, home office representative, is in the Milwaukee office of First National for a few days.

Mr. and Mrs. Olson were Film Row visitors this week. Mr. Olson manages the Pastime Theatre at Delavan.

Miss Anne Boire has resigned her position as secretary to the manager at the Fox office. She is succeeded by Mrs. Evans.

Warners moved into new quarters, at 129 Seventh Street, on the

13th. The new offices are beautifully furnished, and as a contrast to the previous crowded quarters, are luxuriously commodious. The offices are completely and modernly equipped and include a projection room.

C. W. Perry has been added to the Fox sales force. He was formerly doing special work out of Fox's Chicago office. L. Guhl has been transferred from the State, to cover the city for Fox.

Badger Theatres Offices are now sharing quarters with Celebrated. Max Wiesner is manager of Badger Theatres.

F. G. Felzman, booker at Fox, has resigned his position and announced that he is taking an extended vacation before making other connections.

Miss Celia Shafrin, cashier at Warners, is in New York on her vacation. She will be gone approximately two months.

Frank Cook expects to open his new theatre, the Strand, at Platteville, on the 25th of September.

P. W. Palmer, manager of the Rialto, Edgerton, was in Milwaukee on business Wednesday.

Charles Koehler, of Progress Pictures offices, is enjoying a week-end vacation from the office.

Miss Lillian Collins has again taken over the Butterfly Theatre at Kenosha, which was formerly controlled by the Goetz Brothers. Miss Collins managed the theatre before the Goetz Brothers' regime.

A. B. Huff, of Port Washington, spent a few hours at Milwaukee exchanges. He expects to open his new theatre, as yet unnamed, by Thanksgiving.

Edward Michaelson, manager of the Palace Orpheum at Madison, and of the Opera House at Evansville, was a recent Film Row visitor.

The Rialto, of Racine, is being taken over by Mr. Welch, formerly associated with the State-Lake, Chicago. The Rialto's former manager, Noney Blumberg, is now general manager of the Universal houses in Milwaukee.



## New England

**EDWARD M. FAY**, who recently acquired several Providence theatres in addition to his former holdings in that city, was tendered a testimonial dinner at the Providence Biltmore Wednesday evening, Sept. 8, by more than a hundred exchange men, exhibitors and business friends from all parts of New England.

There were congratulatory addresses by many of the guests and he was presented with a beautiful bronze miniature of all of the Providence theatres which he now owns, beautifully carved to the minutest architectural detail.

The Emery Theatre, which was closed during the summer, has reopened at Providence with pictures and vaudeville. The Modern Theatre, also one of the Fay chain, has reopened with stock.

R. C. Cropper, branch manager, and Gerald Swade, Educational salesman, both of Pathe Exchange, Boston, were in New York four

days last week attending the Educational convention of the home office.

Frank Ross, city salesman for Pathe in Boston, is on a two weeks' vacation, motoring through Maine and New Brunswick.

Leon Nutter, of the Gray Circuit, has been viewing the new releases for the coming season's feature products.

Robert Kilner has been appointed assistant office manager at Producers Distributing Corp. Boston Exchange. He enters the film field after training with Standard Oil Co.

Moe Mark spent several days during last week in Boston and was present at the opening of the new Mark-Capitol Theatre, Everett.

Ernest Warren, of the sales force of Pathe, has returned to the Boston territory after two weeks' vacation in New York.

The G. B. Theatre, Inc., Springfield, one of the Goldstein enter-

prises, has started demolishing the old church at State and Dwight streets, to make way the site for a new playhouse there.

The Royal Film Exchange, Boston, will put a full complement of salesmen on the road covering New England within the next fortnight.

Miss Caroline C. Jones, booker at First National, Boston, is spending a two weeks' vacation on a motor trip through New England and New York.

Martin Hogan, traveling auditor for First National, is spending the week at the Boston exchange on a business trip.

Miss Beth Donnelly, biller for Warner Brothers, has resigned.

Harold Weinstein, poster clerk for Warner Brothers, Boston, has resigned.

Frank King, aged 55 years, for several years second violinist of the orchestra at the Scollay Square Olympia Theatre, Boston, dropped

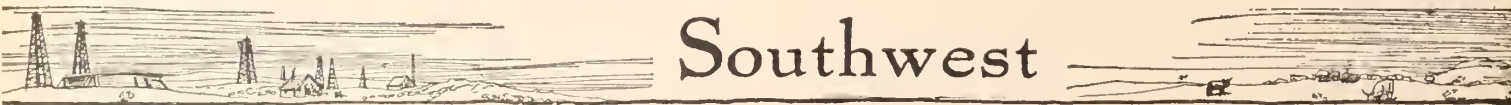
dead just before the performance at the theatre, Sept. 9, en route to the orchestra pit.

Ben Miggins, of the Fox cameramen, is making a tour of Maine as a guest of the Maine Publicity Bureau and is filming many of the Maine industries.

Charles H. Wilson, manager of the Hamilton Theatre, Dorchester District of Boston, fought off successfully an armed robber who attempted to hold him up when he entered his automobile after the closing of the theatre, Sept. 7.

Thieves bound the watchman of Island Park, Portsmouth, R.I., Sept. 7, but were unable to open the safe in the amusement park office. The watchman, Dennis E. Shea, was locked in another office, but broke the window and notified the police. The thieves escaped.

Harry F. Campbell, branch manager of Fox Exchange, Boston, is in New York on a business trip to the home office.



## Southwest

**A** NUMBER of new theatres are opening in Oklahoma at this time. September 1st Charles Blaine opened his big, new Blaine Theatre at Henryetta. Sept. 8th saw the opening of two more, The Ritz, at Dunkin, built by R. F. Wilbern and his associates, and the Aggie Theatre, at Stillwater, by the Griffith Brothers and Claude Leachmann. The Barton Theatre, at Stroud, opened the 10th and the 13th is the date set for the re-opening of the Glory-B Theatre at Miami, which has been thoroughly gone over and refurbished since spring. The H. & S. Theatre at Chandler is expected to open September 16th. Hoover and Stettmund, who have the Odeon Theatre there, are the owners.

Tal Richards, who has the agency for Nu-Air Cooling Systems in this territory, attended the first Nu-Air convention at Des Moines this week.

John C. Flinn, vice-president and general manager of Producers Distributing Corp., spent Labor Day in Oklahoma City on his five-week trip of visiting the thirty-one P.D.C. exchanges. He was accompanied by R. A. Morrow, former district manager in this territory, who is now assistant sales manager, and H. O. Duke, secretary of the company. Frank Stuart, district manager, and J. McHenry, special representative, were up from Dallas for the occasion.

The Griffith Brothers Amuse-

ment Company of Oklahoma City, who now have two theatres in operation in the oil field of the Texas Panhandle, have another theatre in construction at Pampa, Tex., and another contemplated for Stinnett, Tex. The Stinnett house will seat 800 and will be on the plan of the Borger and Panhandle theatres.

According to recent reports G. W. Spears is now owner of the Ouanah Theatre at Comanche, Okla.

Edward Kadane, who has been operating the Gem Theatre at Frederick for the last few months has recently purchased the Criterion Theatre of that city, from W. H. Jones. The Criterion is closed temporarily for repairs.

Art Lewis, of Purcell, who has been looking for a theatre location for some time, has at last settled upon Wynnewood, Okla. Mr. Lewis purchased the Deal Theatre from Frank Deal. Mr. Deal, we understand, will not go back into the theatre business.

F. B. Pickrel and his associates who own the Majestic, Murray and Mission theatres at Ponca City, have just purchased the Constantine Theatre at Pawhuska, from the bankruptcy court. This sale releases Albert Jackson, who was appointed receiver by the court a few weeks ago. Pickrel will have charge of the Constantine Theatre in addition to the three Ponca City ones.





## Social Contact Promotes Theatre's Good Will

*For That Reason "Pop" Linton Provides a Room as Meeting Place in His Olympic Theatre*

By C. L. GRANT

A SOCIAL contact room is a new wrinkle among motion picture theatres in New York State, as well as throughout the country generally. When that veteran exhibitor, W. H. Linton, of Utica, N. Y., better known as "Pop," started in to build a theatre that would replace the one destroyed eleven days after it had been opened, and which represented his life's work, he knew full well that the good will of the public plays a most important part in the success of a motion picture theatre located in what might be termed a smaller city, for Utica has a population of approximately 100,000. It is the sort of a city where the men call each other by their first names. And as a result, the idea of a social contact room was tried out by Mr. Linton and is a remarkable success.

### *Draws On Varied Experience*

Mr. Linton's experience as an exhibitor runs back for many years. For ten years he ran a theatre in Little Falls. He was also interested in the old Hippodrome in Utica, which was finally condemned by the city as being unsafe and eventually razed.

Three years or so ago, Mr. Linton built a beautiful theatre in Utica, with a seating capacity of about 1,100 and costing in the neighborhood of \$50,000. He was 59 years old at that time. His face was flushed with pride and on the night the theatre was opened, as he heard complimentary remarks on all sides and with many a congratulation from his friends and associates.

Eleven days later a fire broke out in a restaurant close by. Despite the efforts of the firemen, the blaze worked itself into the theatre and an hour later Mr. Linton saw but a smouldering ruin of what but a short time before had been his pride; the theatre he had desired as a business into which his son might step and which would serve as a monument, perhaps, to his years in the business.

### *Faced Many Discouragements*

Many a younger man would have been dismayed at the catastrophe which had come to Mr. Linton. But not so with the veteran "Pop." Almost penniless, he worked for weeks and months in securing financial assistance which enabled him to erect a larger and far more beautiful theatre, one that seats 1,400 persons and which represents an investment of \$150,000. The theatre was opened last spring and from its very start it has been a success.

And now something about the social contact room. This room is most attractive and contains among other things a dozen card tables for use at bridge parties, which are given in the theatre at frequent intervals during the fall, winter and spring months. This room is free to patrons of the theatre, except on Saturdays and Sundays and nothing further is necessary towards securing the use of the room for a bridge, or as a meeting place, except the

(Continued on next page)

## Equipment

## Worthwhile

By P. M. ABBOTT

THE following dispatch was among the news items we received this week:

"While hundreds of patrons sat wondering what had happened, and were mildly chiding the projection machine operator because of the sudden interruption of the screen program at the State Theatre, Harrisburg, Pa., on the night of Labor Day, September 6th, Lawrence Katz, projectionist, of Pembroke, was risking his life to extinguish flames in the booth after a film had exploded.

"Katz, alone in the booth, was confronted with two alternatives. Either he could call for help and risk sending the theatre patrons into panic, or he could attempt to extinguish the flames alone, at the risk of his life. Katz chose the heroic course and with bare hands seized the burning film and succeeded in extinguishing the fire after a five-minute battle.

"He was taken to the Harrisburg Hospital for treatment and another projectionist finished the show."

Need more be said of the sense of duty, so well portrayed by this projectionist, which imbues those whose business it is to entertain their public? Regardless of misunderstandings that may arise between factions in the trade itself, when it comes to upholding the traditions of the show business, those of protecting the audience and continuing the show at any cost, every one may be counted upon to do his duty.

It is especially gratifying to be able to add our praise of the courage displayed by this projectionist. His actions are a credit to the profession which he represents.



HOMELIKE ATMOSPHERE

The social contact room at the Olympic Theatre, Utica, N.Y.



## Social Contact Room Helps Build Good Will

(Continued from preceding page)

regular price of admission to the theatre itself, which is from twenty-five to forty cents.

Mr. Linton's own idea in installing this social contact room was for the purpose of becoming better acquainted with his patrons. Either Mr. Linton or some of his associates in the theatre drop in at the room every few minutes for a social chat, and as a result, Mr. Linton's organization is like one big family to the general public. The room also serves the purpose of becoming a waiting room between shows. It accommodates with ease 100 persons or more and press books of pictures to be shown later on at the theatre are scattered about and better acquaint the patrons with what they may later see. Magazines and periodicals are also included in the room's equipment.

Mr. Linton also believes in having good music to accompany his pictures. His orchestra of ten pieces has been carefully selected and the musical programs are being broadcast once a week and listened to by thousands of persons in New York State.

One thing more, Mr. Linton does not believe in cutting his news reels. He views these reels as a person does an ordinary newspaper. No matter what his musical program may be, the news reel is a permanent fixture and this fact has become known throughout the entire city and contributes its part toward the success of the theatre.

## Reopening of Hippodrome Directed by Shea

Jeremiah Shea, for 27 years the manager of Shea theatres in Toronto, Ontario, now completely recovered from a recent serious illness, took personal charge of the opening of the Hippodrome Theatre as the home of Shea presentations in Toronto on Labor Day. Announcement was made that Fred Culley, formerly for nine years the musical director of Shea's Theatre, Toronto, had returned to the city after a couple of years with a phonograph-recording orchestra.

An entirely new feature of Shea's Hippodrome, which provides both Keith vaudeville and short film subjects, is the intermission arrangement at both afternoon and evening shows. During these intermissions Roland Todd presides at the Wurlitzer organ.

## Plan Children's Matinees for Two Crandall Houses

Special children's matinees are to be inaugurated in Washington next month by the Crandall theatres. During the coming season these special shows will be presented at two theatres, the Tivoli and the newly acquired Chevy Chase.

## Double Features at Troy Palace

The Palace in Troy, N.Y., has reopened and is now using double features each day. The Hudson, in Albany, operated by Julius Berinstein, observed its anniversary last week with special programs.

# Eastman Theatre Completes Its Fourth and Most Successful Year

THE Eastman Theatre, Rochester, celebrated its fourth anniversary last week with Gloria Swanson and a festive surrounding bill as the attraction. According to General Manager Eric Clarke, the fourth year has been the most successful since the theatre opened its doors on September 4, 1922, more than 2,000,000 people attending the motion picture presentations during the past twelve months.

The Eastman Theatre is not operated like the ordinary commercial house. It was the gift of George Eastman, kodak manufacturer, to the community through the University of Rochester, which holds title. It devotes six days to pictures and one day to concert events. The deed of gift provides that if a surplus ever accrues from its operation it cannot be taken out but must remain for the development of musical interest generally, in the city of Rochester. There is no private profit for anybody.

The theatre carries a tremendous overhead with its orchestra of seventy members, picked for their qualifications as symphony players, for during the season they become a part of the Rochester Philharmonic Orchestra, which gives a series of concerts under the direction of Eugene Goossens, guest conductor with the New York, Boston and Los Angeles Orchestras last season.

The Eastman produces practically all of its own stage acts, having available many principals of the Rochester Opera Company, a new operatic organization organized

to promote the presentation of grand opera in the English tongue, and also much fine talent being trained at the Eastman School of Music, which adjoins.

Harold Lloyd's two pictures, "The Freshman" and "For Heaven's Sake" led all others in popularity last year. The ten best box-office pictures at the Eastman were as follows: "The Freshman," "For Heaven's Sake"; "The Merry Widow," "Don Q"; "Ten Commandments" (second presentation in town); "The Gold Rush"; "Stella Dallas"; "The Iron Horse"; "Little Annie Rooney" and "Sparrows."

## Exploits House as "Theatre Without a Name"

Henry Morton, managing director of the Morton Theatre Circuit, Winnipeg, Manitoba, has been operating the former Rialto Theatre at 363 Portage Avenue, Winnipeg, as "The Theatre Without a Name," this title being used in newspaper and other advertising because of a peculiar situation. In the meantime, Mr. Morton has invited film fans of Winnipeg to submit suggested names for the house and has offered a prize of \$50 to the one who offers the name that is selected by the judges.

The reason for this development is explained in this way: Mr. Morton operated the Monarch Theatre in Winnipeg for the past 13 years and when he took over the Rialto he decided to transfer the old name to the new house, as it was understood that the original theatre was to be converted into stores. The old Monarch has been leased again as a theatre, however, and the new proprietor has requested that he be allowed to continue with the name "Monarch." Mr. Morton agreed, but this left the former "Rialto" without a title.

## Loew's State, Boston, Cuts Admission Prices

Following his promise that he would reduce prices at the State and Orpheum theatres, Boston, Marcus Loew has caused the following new scale of prices to become effective at once: State Theatre—matinees, entire house 30 cents; boxes, 40 cents; evenings, balcony, 40 cents; orchestra, 50 cents; boxes, 60 cents; Saturday evenings, Sundays and holidays, balcony, 50 cents; orchestra, 60 cents; boxes, 75 cents. At the morning performances at the Orpheum the entire house is 25 cents; matinees, 35 cents; evening, Saturday evening, Sunday and holiday prices are the same as at the State.

The Fenway Theatre, a Paramount house, dropped its prices a week previously to 25 and 35 cents for matinees and 40 and 50 cents for evenings, except Saturday, Sunday and holidays.

## Vaudeville at Schine Houses

The Schine Brothers are planning to inaugurate a new policy among the theatres just taken over in Ogdensburg, Malone and Massena, N.Y. Vaudeville will be introduced during the winter months, together with the regular picture program.

## The MANAGER'S OFFICE

A. J. VANNI, for some years booking agent for the S. Z. Poli enterprises, succeeds James D. Powers as manager of the Bijou Theatre, New Haven, Conn.

L. STRUBLE is now manager of the Highway Theatre in Portland, Ore., operated by North American Theatres, Inc.

J. H. COCHRANE, formerly general manager of the Woodward Theatre Co., operating a string of houses in and about Detroit, has been appointed manager of the Strand Theatre, Pontiac, Mich.

THE Albany Theatre, in Schenectady, has been reopened with Edward Walsh again in charge. There will be no change in policy, in spite of the report of a few weeks ago that vaudeville would be combined with the regular picture program.

JAMES RYAN has been made manager of the Muscatine, Ia., Palace and Grand theatres, owned by the Capitol Theatre Enterprises. P. A. Delehanty, former manager, has gone to Missouri.

HARRY A. JONES is new manager at the Parkway Theatre in Madison, Wis., owned by Fischer-Paramount.

J. G. WEIGAND, former manager of the Strand Theatre, Chillicothe, Mo., has succeeded Earl Hayes as manager of the Marshall and Wareham theatres, Manhattan, Kas., the latter having resigned. The theatres are a part of the Glenn W. Dickinson Circuit.

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# Brooklyn Strand Celebrates Birthday

## Happiness Boys a Feature of Gala Program for Week

THE Brooklyn Mark Strand Theatre this week is celebrating its seventh anniversary, an especially elaborate bill being presented on the screen and stage of the house in commemoration of the occasion. Added significance is contributed by the fact that the event takes place in the midst of Greater Movie Season. The recent combination of the Moe Mark interests, founders and operators of the institution, with the Stanley Company of America, is a third factor entering the celebration.

Managing Director Edward L. Hyman planned his birthday program along the most pretentious lines. Harry Langdon in "The Strong Man" is one of the chief cinema incidents, and the Happiness Boys (Billy Jones and Ernest Hare) provide one of the most popular of the stage numbers. A souvenir printed program designed by Jay Weaver carries messages from Moe Mark, Jules Mastbaum and Mr. Hyman, and printed cuts of a dozen favorite artists of the theatre, and the house staff. This booklet is a finely engraved and expertly printed work of art, prized by patrons as a memento.

Edward L. Hyman, the managing director, has been at the helm of this theatre practically since it opened, seven years ago. All programs have been devised, staged and lighted under the personal direction of Mr. Hyman, who in the course of his reign has staged no less than three thousand separate and distinct incidents.

Moe Mark, now vice-president and a director of the Stanley-Mark Strand Corporation, is one of the acknowledged founders of the present day form of entertainment in high class motion picture theatres. With the late Mitchell Mark he built and opened the first high class movie in this country, The Strand, at Broadway and 47th Street, in New York City. This form of entertainment caught on immediately and spread to all parts of the country. The Brooklyn Mark Strand is one of the finest in this extensive chain, which with the new consolidation now number some two hundred theatres.

### Lees Star at Minneapolis State

Jane and Katherine Lee, juvenile stage and screen stars, were featured on the stage bill at the State Theatre, Minneapolis, last week. The screen attraction was "Fine Manners."

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### RADIO PROLOGUE

Photo above shows the presentation setting for the stage number offered at the Colony Theatre, New York, recently, with First National's "Senor Daredevil," starring Ken Maynard. The Five Harmaniacs, in cowboy costume, were the featured specialists of the act.

## Contrast Marks Program at Pittsburgh Grand

With "Variety" as the screen attraction and a new act called "Down On the Farm" presented by Art Landry and his orchestra as the stage offering, the Grand Theatre, Pittsburgh, last week offered a bill in which contrast was a notable feature. The lively and frolicking tone of the stage presentation struck a note far removed from the highly dramatic mood of the screen play and affected a balance which had its pleasing phases for Pittsburgh theatregoers. The bill was rounded out with a short comedy, "Open House," a news reel, overture by the symphony orchestra and an organ solo.

## Attractive Bill With "Fine Manners" at Stanley

An attractive program of music and dancing was offered in support of "Fine Manners" at the Stanley Theatre, Philadelphia, last week. The dance attraction featured Elizabeth Brown and Sedano, whose specialty is an acrobatic form of classic dancing. Madeleine MacGuigan, violiniste, recently returned from a tour in Europe, was the other star of the surrounding bill, the orchestra under the direction of Graham Harris was Tschaiakowski's Symphony No. 4.

## Grierson Guest Organist at Shea's Buffalo

Tom Grierson opened his month's engagement as guest organist at Shea's Buffalo Theatre, Buffalo, last week. The screen feature of the program for the week was "Fine Manners," with "Milady's Shawl," the John Murray Anderson Publix presentation as the stage attraction. The Four Aristocrats, vocal and instrumental syncopators, furnished the usual "special added attraction" offered each week at the Buffalo.

## Bill of "Specials" Offered at Des Moines Theatre

The Des Moines Theatre, one of the two downtown houses operated in Des Moines by Publix, last week offered an elaborate program. Each item was presented as a "Special" and the bill proved a highly attractive one. The screen feature was "Tin

Gods." A local screen offering called "Des Moines' Own 'Our Gang,'" comedy, starring youngsters selected by the editor of the schools department of the "Tribune," was another feature of the film bill.

Ethel Veatch Schmidt and a company of assisting dancers and Ray Harrison, soloist, were featured in the elaborate stage presentation.

## Popular Programs at Royal and Newman, Kansas City

The Newman and the Royal headed the list of Kansas City houses which last week celebrated a "Paramount Week" campaign. The programs at both houses struck a popular note. At the Newman, Thomas Meighan in "Tin Gods," was the screen attraction, with a Frank Cambria production for Publix, "Love's Enchantment," as the leading item of the surrounding program. The Royal offered "Diplomacy" on the screen, with Harry Langdon in "Horace Greely, Jr.," as another feature of the film entertainment.

## Warner's Charlotte House to Play Keith Vaudeville

C. C. Ezell, District Manager of Warner Brothers, of Dallas, Texas, who is in Charlotte at the present time, announces that the Warner Broadway will be retained by his company. Keith Vaudeville and pictures will be the policy this winter.

The rumor was current several weeks ago that the Broadway was to change hands and that one of the negotiators was F. A. Abbott, at one time manager of the Craver Broadway.

## Ben Bernie Orchestra Star of State Stage Bill

Ben Bernie's Hotel Roosevelt Orchestra, one of the star stage attractions now playing the Loew presentation houses, is the featured offering of the program surrounding "Battling Butler," the screen attraction, at Loew's State Theatre, St. Louis, this week.

### New Record for Utica Theatre

W. H. Linton, of Utica, reported a turn away business for the first week in September, when attendance set a new high figure for the house which opened last May.





Three views of the recently opened Mecca Theatre, first of five large neighborhood theatres, built by Messrs. Steiner and Blinderman on the East Side of New York, to get under way. This firm also operates a thriving circuit of Motion Picture theatres in the Harlem section of New York City

# Skouras' Ambassador Has Gala Premiere

## New St. Louis Picture Palace Praised by Thousands Who Attended Opening

SKOURAS BROTHERS' \$5,500,000 Ambassador Theatre at Seventh and Locust streets, St. Louis, Mo., is open and functioning.

It threw open its doors amid a blaze of glory on Wednesday evening, August 25, when some 3,300 invited guests of the management viewed the initial performance.

At 11 A.M. on Thursday the general public was permitted to attend the first public performance. The house will be operated on a strictly one-price standard, no seats being reserved. However, special prices of 35 cents and 50 cents prevail for matinees. The night and holiday rate is 65 cents.

On the night of the formal opening flowers everywhere in the theatre were proof of the tribute paid to the three brothers by the public of St. Louis.

The opening itself was a work of art—handled with machine like precision, again demonstrating that Skouras Brothers and their organization know how to handle theatres of any size. One could not realize how smoothly the crowds were handled unless in attendance.

The crowds formed early and soon a double file of invited guests had formed in Locust Street, westward to Eighth Street and north toward St. Charles, but once the doors were opened the invitations were taken up quickly, and in a comparatively short time the big house was filled. No fuss, no confusion. It was orderliness personified.

Promptly at 8:30 P.M. the show got under way amid the strains of "The Star-Spangled Banner," played by the symphony orchestra directed by Charles Previn.

Former Mayor Henry W. Kiel acted as the master of ceremonies. He was given a two-minute ovation that made the big house ring—it was a notice to political students that Henry can be Mayor of St. Louis again if he so desires.

Mayor Kiel then introduced in turn the other speakers: Acting Mayor Walter J. G. Nenn, Carl F. G. Meyer, president of the St. Louis Chamber of Commerce, and Robert Lieber, president of First National Picture

Corporation. All lauded Skouras Brothers for their accomplishments.

With customary modesty none of the Skouras Brothers appeared on the stage, but a trailer flashed upon the screen spoke for them. It gave full credit to the people of St. Louis for the wonderful show house, and promised that ever would the Ambassador endeavor to properly uphold the place it has in the civic structure of St. Louis, being dedicated to the advancement of the community.

Out-of-town visitors who attended the opening in addition to Robert Lieber were Sam Katz, head of Publix; Eugene Zukor, vice-president of Famous Players-Lasky Corporation, and E. O. Hunter and P. C. Rubush, architects who are engaged in building a theatre for Lieber in Indianapolis.

Floral offerings that filled the lobby and overflowed into the mezzanine and main auditorium were sent by a host of St. Louis business men.

### Started With \$1.500

The Ambassador is considered by architects as among the country's most beautiful picture palaces. It climaxes the remarkable career of the Skouras Brothers, Spyres P., Charles and George P., who began their movie careers in 1914 with a \$1,500 investment, in the Olympia Theatre at Sixteenth and Market streets, St. Louis. Since, their holdings have been gradually extended until they hold the Grand Central, Missouri, West End Lyric and Capitol first-runs, and also control the St. Louis Amusement Company, which has some twenty-two neighborhood theatres, the cream of the outlying motion picture houses of St. Louis and its suburban communities.

The Ambassador Theatre occupies the first six floors of the Ambassador Building. The theatre section alone is figured to cost approximately \$3,750,000.

Workmen began clearing the site in May, 1925. Excavation started on July 15, that year, and the theatre is now opening about two months prior to the date originally contemplated. A remarkable achievement.

The lower floors of the exterior of the

building are finished in marble and ornamental terra-cotta, graduating into a buff brick that is surmounted at the seventeenth floor by an elaborate cornice.

The theatre seats 3,000 persons on the first floor and balcony. It will be operated as a large presentation house, offering a combination first-run pictures and elaborate stage presentations. It will be a one-price house, the seats in the balcony being as desirable as those on the first floor.

The ticket office divides the main entrance to the theatre at Seventh and Locust streets. A canopy extends over the sidewalk to protect patrons from inclement weather while two large Ambassador signs extend upwards the full height of the building, one being on Seventh Street and the other on Locust Street. The ticket lobby is finished in marble with a golden ceiling and opens into the grand lobby running parallel to Seventh Street and rising to a height of forty feet.

### Buff, Red and Gold Colors

From the floor of Travertine marble rise large piers to support the curved ceiling. These piers are beautifully modeled in plaster relief and decorated in buff, a light green gold and a striking shade of red, a color scheme that is ornately carried out in the ceiling.

At the far end of the lobby rises the grand staircase flanked on each side by rails of beaten bronze and finished in marble. It carries the visitor to the second floor level of the lobby, around which lies the grand promenade. Luxurious furniture and richly colored draperies and tapestries provide a restful atmosphere here.

Two huge chandeliers suspended from the ceiling of the lobby dominate this portion of the theatre and overshadow in beauty the ornamental fixtures outside the auditorium. They are essentially in the Spanish Renaissance, the spirit of design, expressing in their rich black and gold finish the Moorish influence in Spanish art.

This grand promenade opens directly into the mezzanine loge. Ramps also provide an easy entrance to the balcony. The entrance to the main floor is via the grand foyer, especially decorated, carpeted with a hand-tufted rug imported from Europe. It is furnished with comfortable chairs.

The auditorium decorations express the baroque and dazzling spirit of Spanish Renaissance. The architects, however, did not confine themselves to any particular style of Spanish construction art, but endeavored to symbolize in the unusual coloring and design the spirit of a Spanish festival such

(Continued on page 1209)



# The Maximum Emotional Effect

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For strictly up-to-the-minute equipment, commodious quarters and convenience, it is said that the projection room of the Broadway Theatre, Portland, Ore., cannot be equalled. Note the radio loud speaker in the centre photograph; every sound on the stage is transmitted to the operator's ear by an amplifying device

## Is There Any Finer Projection Room Than Broadway's, Portland?

**T**HE projection room of the new Broadway Theatre, Portland, Ore., shown on this page, is one of the finest ever constructed and a credit to any city in the country. It would be interesting to know just what the comeback would be if it were said that the great City of New York has nothing to equal it. If anyone thinks that this is not so and has something to show that can beat this installation, it would be interesting to receive photographs and full particulars. It is evident that the owners of the Broadway Theatre take considerable interest in screen presentation, for here are the three elements necessary for good projection, viz., good men, good working conditions and good equipment.

The photographs of the Broadway projection were received with rather limited information and failed to mention the names of the owners, projectionists, seating capacity of the house, length of throw, size of screen, and so on. B. F. Shearer, Inc., who made this splendid installation, deserves full credit and the widest publicity. While the owner, the architect and probably the projectionists have much to say about the designing and equipping of projection rooms in the better theatres, it is evident that in many instances the supply dealer is responsible for the proper carrying out of their ideas. Mr. Shearer supplies us with the following details, which are inadequate in this instance:

The equipment consists of three Peer-

less equipped Simplex projectors, one Brenkert effect projector, two 100 ampere spot lights, four control systems for our stage lights and auditorium lights and special construction rewind cabinet twelve feet long. Each machine has film footage meters, speed indicators and tilting devices.

One of the features of the booth is a large speaker connected to a microphone on the stage that amplifies any sound on the stage so as to be heard distinctly in the projection room.

Another feature is that they have a compressed air line blowing cold air over the aperture, which keeps it clean, also cools the front plate. One view shows the control station.

### Kallett Active in Upper New York State

M. J. Kallett is now replacing the "ELCO" Theatre in Oneida, N.Y., with a new theatre to seat about 1,000. The building will contain four stores, two on either side of the theatre lobby, and above these stores will be rooms for offices. As yet no name has been chosen for the new theatre. Mr. Kallett also has purchased properties surrounding the "Star Theatre" in Rome, N.Y., on which he intends to break ground immediately for the construction of a new theatre to seat 1,500 and will be ready for opening the coming spring. It is the policy that the old "Star" Theatre will be operated until the entire new building is constructed, then replace the Star Theatre with a lobby entrance to the new theatre.

Mr. Kallett also operates the "Strand Theatre" in Rome, the "Madison Theatre" in Oneida and the "Community Theatre" in Sherrill, N.Y.

### Allentown House Nears \$100,000 Overhaul

Work was begun late in August in remodeling, at a cost of \$100,000, the Orpheum Theatre, Allentown, Pa., which will be reopened, probably before the end of September, as a thoroughly modern picture house, by the Wilmer & Vincent Theatre Company. Work is going ahead at top speed, day and night, the Chase Construction Company having sent its men into the

building almost as soon as the audience departed following the close of the final performance in the old Orpheum.

This was the first theatre Wilmer & Vincent owned in Allentown. It was originally a vaudeville house and later played stock and vaudeville, but several years ago it was made into a picture theatre, a policy which it has ever since pursued, under the house management of Walter J. Hurley, formerly publicity representative for Wilmer & Vincent in Harrisburg, Pa.

### Ground Broken for Two New K. C. Theatres

Actual construction on two new Kansas City theatres began last week. Lou E. Holland, president of the Kansas City Chamber of Commerce, dug the first shovel of dirt and a dozen other city officials scratched the ground in the ceremony in connection with the starting of work at the \$4,000,000 Midland Theatre, the third largest in the United States, to be operated by Marcus Loew. At Fiftieth and Prospect Avenue work on a suburban house, which is unnamed thus far, began. The theatre will seat about 850 and will be among the most modern in the city. It will be owned by Dr. T. A. Kynner.

### Hub Electric Co. Establishes Eastern Office

Hub Electric Company, of Chicago, announce the appointment of J. H. Rohs, formerly with the Mutual Electric & Machine Company, of Detroit, as Eastern representative of the company, with offices at New York City. The establishing of the Eastern office was necessitated by an increased demand for the Hub products. Among the latest contracts secured by them in the East is the complete lighting and control equipment for the mammoth Roxy Theatre, on which they will furnish one of the largest stage switchboards yet constructed.

### May Build Large Theatre at Allentown, Pa.

It is reported that a theatre to seat 3,000 persons will be erected on a plot, with a 74-foot frontage, on North Ninth Street, Allentown, Pa., near the present Strand Theatre. The plot consists of a lot fronting 54 feet, just purchased by Chanock and Senderwitz, which immediately adjoins a 20-foot lot they already controlled.

### Ambassador Cost \$1,216 Per Seat, Say Experts

**E**XPERTS have figured that the Ambassador Theatre which opened on August 25 is the most expensive theatre in the world per seat. The theatre section of the building cost Skouras Brothers \$3,650,000 and on the basis of 3,000 seats averaged in cost \$1,216 per seat.

This is 20 per cent in excess of the new Metropolitan Opera House which will cost \$5,000,000 or \$1,000 per seat, and also exceeds the cost per seat of the Uptown Theatre in Chicago, which until the Ambassador was completed was considered the most beautiful theatre. The Uptown Theatre seats 4,000 persons and cost \$4,000,000.



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View of the lobby in the Kunsky-Balaban & Katz Michigan Theatre, Detroit, Mich. Note the huge chandeliers, marble stairway and ornate columns

## Stanley-Mark Strand Open Two New Massachusetts Theatres

THE Stanley-Mark Strand interests have opened two new theatres in Massachusetts, the Quincy-Strand at Quincy and the Mark-Capitol at Everett. The former seats about 1,800 and the latter 2,300, thus adding 4,100 seats to the Stanley-Mark interests within a week.

The Quincy-Strand was erected by ex-Mayor William A. Bradford and leased for a long term of years to the Quincy-Mark Strand Co., of which Fred B. Murphy, who is active manager of the house, is president; Joseph B. Levenson is treasurer and Morris Sharaf, vice-president. The theatre is located at Hancock and Chestnut streets, Quincy Square. The American Seating Co. did the seating, a Wurlitzer organ is installed, Simplex projection machines are used and Ray Stewartson's Broadcasting orchestra supplies the musical numbers. The house is of first-class construction throughout, seating 1,000 on the floor and 800 in the single balcony.

There was no formal opening of the new theatre and a ten-year-old boy, Edward Pearlman, of Quincy, who stood in line six hours and went without his supper, had the honor of getting the first ticket. There were no speeches and the management's announcements were made on the screen. The policy is straight pictures, continuous performance from 1.30 to 10.30 p.m. daily.

Opening of the Mark-Capitol, Everett, was more elaborate, with remarks by Mayor Lester B. Chisholm and officials and by officers of the corporation. Moe Mark personally supervised the finishing touches to the completion of the theatre.

As in the case of the Quincy house, the Everett playhouse is simply but richly furnished. The orchestra seats 1,600 and the single balcony 700 more. The projection room is beneath the front centre of the

balcony and on a level with the screen and is equipped with Simplex projectors, spots, stereopticon, etc.

The playhouse is a combination of Egyptian and Roman architecture and the corridors, lobby, etc., are of ample capacity to handle capacity audiences. Both theatres are heavily carpeted. The seats are by the American Seating Co. and an Austin organ is used. A ten-piece orchestra is also used. The policy is straight pictures, with changes of program Mondays and Fridays. The theatre is on Broadway at the upper end of Everett Square, with streets on both sides and parking space is provided for 200 autos in charge of a theatre attendant and without charge to the patrons.

Erection of the playhouse was under the supervision of Moe Silva, personal representative of Moe Mark in New England, and Allen B. Newhall. Roy Fraser, who was an assistant to Mr. Newhall at Lynn, Mass., is house manager. The ushers were uniformed in tuxedo effects and were carefully trained for their work. The theatre represents a cost of about \$300,000.

One of the most unusual features of the policy is the scale of prices, all seats being 20 cents for matinees and 25 and 30 cents for the evening shows.

The personnel of the theatre is: President, Moe Mark; treasurer, Joseph M. Levenson; assistant treasurer, Moe Silva; directors, the officers and Max L. Levenson, Nathan Sallinger, Samuel Waxman, Morris Sharaf and Allen B. Newhall. Messrs. Newhall and Silva will have personal supervision of the theatre.

Both theatres are equipped with ample stages so that full stage productions or vaudeville may be presented at any time. Both houses have eleven exits and both are of first class construction.

## Break Ground on Lazarus-Kingston Project

Harry Lazarus, president of the Kingston Theatre Corporation, now operating the Auditorium Theatre, will begin operations within the next two weeks for the construction of the new Broadway Theatre.

The layout and design of the exterior and interior of the building assures Kingston of one of the most modern amusement houses of its size to be found anywhere in the State, with a seating capacity of about 1,750, costing approximately \$400,000.

The policy of the new Broadway will be presentations, prologues, tying up with the best feature pictures and also a combination of vaudeville and pictures at popular prices.

## Reports Brisk Demand for Ticket Registers

Returning from a trip through Pennsylvania territory, Harry Simeral, sales executive of the Automatic Ticket Register Corporation, reports that prospects for a heavy fall business among exhibitors in that section is excellent. Not only have a number of the new theatres placed orders for Gold Seal Ticket Register systems but many of the older houses are adopting up-to-the-minute equipment.

Mr. Simeral, prior to this trip through Pennsylvania, recently returned from the Coast.

## New Marquee and Sign for Carolina Theatre

The Auditorium, Winston-Salem, N.C., owned by the Piedmont Amusement Company, is installing a new \$5,000 Marquee with 5,000 lights. The length of the marquee is about 14 feet. They are also installing a new electric sign, 18 x 18 feet on the side of the theatre building. It is claimed this sign can be read for two miles. They are redecorating the interior of the theatre and putting in velvet draperies.

## Wakarusa, Tenn., Gets New House

L. S. Schultz, of Memphis, Tenn., is remodeling a building at Wakarusa, Tenn., where he will conduct a motion picture theatre. There is no theatre in Wakarusa at the present time.



How the Michigan Theatre Building, built by the Kunsky-Balaban & Katz interests, looks in the day-time





View of the new Kelly Color Film Laboratory where natural color Motion Pictures are being made under the supervision of Wm. D. Kelly, well-known as technician of the old Prizma Co.

### Ambassador's Premiere (Continued from page 1204)

as was held in the early fifteenth century. Accordingly the walls have been ornamented with brilliant and bizarre tones that convey the Spanish atmosphere. Throughout the auditorium statues have been placed in niches and figures have been raised in bold relief to express the gaiety of a carnival procession.

But the most distinctive of the decorative features of this truly wonderful picture place is the hanging ceiling, which makes it appear that the roof has been suspended in the air. This novelty was achieved by cutting a series of eleven domes in the roof.

Above the stage is the first of this series—a group of three domes finished in silver leaf and so lighted as to resemble a brilliant sunburst. In the center is the second unit, a massive dome also done in silver leaf but lighted in deep blue and colored to give the effect of fleecy clouds fleeing o'er the heavens.

Seven more domes also done in silver leaf and lighted with the rays of numerous concealed blue lamps complete the effect of the open sky atop the mezzanine in the rear of the theatre. The ornamental light-

ing fixtures of the auditorium are in Oriental design. There are also various colorful decorations on the ceiling and walls.

To the right of the stage opening is concealed the Wurlitzer organ especially built from plans prepared by Stuart Barrie organist of the theatre. It has more than 1,000 pipes ranging from the size of a man's thumb to a pipe six feet in diameter. It can produce the tonal quality of a 140 piece orchestra and a choir of 60 voices. Barrie will play the organ from a console finished in gold leaf that is placed in the orchestra pit and that can be raised to the stage level.

The orchestra will also be on an elevator that can be raised or lowered at the will of the director, Charles Previn, who will lead the orchestra of 30 pieces.

The proscenium opening of the stage will be 50 feet wide and 45 feet high and will be the largest in the city and will permit the staging of any type of production. The stage equipment will be the last word. The curtains will be of rich velvet, silk and velour. The stage will also be equipped with the largest electric switchboard in the West and is capable of producing a multitude of effects.

Backstage there has been provided modern dressing rooms for the stage artists and musicians, all equipped with modern furniture, draperies and private bath. An elevator will take the performers to their dressing rooms, where by private telephone they can be called for their acts. There is also a reception room where artists may meet their guests. Space is also provided in the basement for animals.

The architects and engineers did not overlook the convenience and comfort of the patrons in designing the cooling system for the house. It refrigerates the air and removes all gas, germs and dust before the cooled air is permitted to enter the auditorium. A series of rest rooms are also provided for men and women.

Each group for women will have a smoking room and a cosmetic room. One is a reproduction of Madame Pompadour's salon at the Chateau Fontainebleau.

The Ambassador Theatre is owned by the Central Properties, Inc., controlled by Skouras Brothers Enterprises. The theatre was designed by Rapp & Rapp, architects of Chicago, while Boaz & Kiel of St. Louis, Mo., were the general contractors.

### Will Remodel Liberty at Susanville

The Liberty Theatre, Susanville, Cal., one of the T. & D. Circuit's holdings, will be remodeled and resealed throughout according to a recent announcement. The car load of new chairs has already arrived and Manager Adams has been actively engaged in the details of the many new improvements.

### New Schenectady House Under Way

Ground was broken last week for Morris Silverman's new theatre in Schenectady, which will be known as "The Rivoli." It will be a twenty-five cent house and will open on Thanksgiving Day.

### Announce Waterloo Playhouse

Waterloo, Iowa, is to have a new theatre. The Orpheum Building Corporation have announced their plan to build a half million block in Waterloo and to include a theatre building which will be the second largest in the State.

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# Newspaper Opinions on New Pictures



## "3 Bad Men"—Fox, Monroe, Chicago

*Tribune*: "3 Bad Men" will stand out for a long time in the memory of the fans who saw, loved and laughed at it. A splendid 'western' with the Dakota frontier as a setting and a story written around the days of the Dakota land rush in 1877. The big punch of the picture was the three bad men of the title as represented by J. Farrell MacDonald, Thomas Santschi, and Frank Campeau. And the greatest of the three was Mr. MacDonald. Golly, was he funny. John Ford, who directed 'The Iron Horse,' handled this production and made a fine job of it."

*Herald and Examiner*: "It seems to me that 'Three Bad Men' is a movie rich in humor, in excitement, in romance, in human tenderness and in the glamour of pioneer adventure. With it, I think, John Ford demonstrates, as he did with 'The Iron Horse,' that he is among the elect of Hollywood. . . . And the Fox cameramen are hereby decorated with the best medals this department has in stock. . . . They can say what they like about the movies, but the stage has never been able to get the character and life into pioneer adventures as poor, rich, abused Hollywood has. This frontier town with its good and bad men, its good and bad women, its dust and its clatter, its murders and its kindness is a gem. . . . The husband-hunting episode is one of the high lights in 'Three Bad Men.' It is, I think, authentically western. Mark Twain might have written it. Ford has directed it beautifully with fine help from J. Farrell MacDonald and Frank Campeau."

*American*: "'Three Bad Men,' in the opinion of John Ford, its director, is the finest thing he has ever done. All Ford's own predictions and his company's concerning the greatness of the film are lived up to. The picture is produced on as lavish a scale as 'The Iron Horse' and as far as direction goes, it seems to me to be superior. . . . Prepare to see a great picture, for 'Three Bad Men' certainly is. Ford makes most of the other directors in the industry, who try to handle historical themes seem like pigmies. This young Irishman of Boston, can put humanness into historical events in a way that brings to life even the dullest imagination. . . . The cast is so good that it is hard to know where to begin mentioning its members. If there is any one who deserves more credit than any other, however, it is Tom Santschi. . . . George O'Brien is the real hero in this new Ford production. 'The Iron Horse' made George and gave him great opportunities. There are not as many for him in this but he acquits himself nobly in whatever there is—which is to prove himself one of the most fascinating of the younger actors of the screen. By all means see 'Three Bad Men.' It has a rugged power that will enthrall you, comedy that will amuse you, pathos that will prove infinitely touching

—all the elements, in fact, of a great offering and one that will thrill you to the heart's core."

*Daily Journal*: "'Three Bad Men' . . . is a splendid, thrilling film. The theme is vital and the action sweeping. You are shown the opening of the Indian lands in the Dakotas. Hordes of eager fortune seekers are rushing pell mell into them. Good and bad, rich and poor, pour into this promised El Dorado. In the throng are three bad men, Mike, Bull and Spade, and they are stunningly played by Tom Santschi, J. Farrell MacDonald and Frank Campeau. . . . Olive Borden is the girl. She plays prettily and sincerely. . . . Lou Tellegen is the villain, and gets right into the sinister, stalwart role as though he were made for it. Watch his eyes in this picture. Seldom has any actor managed to convey sheer, cruel greed of power and passion for destruction as does Mr. Tellegen with his eyes. . . . There is fighting galore, racing and thrill of prolonged effort in 'Three Bad Men.' It is impossible not to like it. It is more than a 'western'—it is an epic."

*Evening Post*: "There is a curious combination of humor, tragedy and beauty in 'Three Bad Men.' . . . It marches along with a gay, happy-go-lucky swing and hardships, even death, are touched with humor. The wicked trio of the title are three musketeers of the plains . . . excellent players in gorgeously picturesque roles . . . they in themselves would 'make' the picture. . . . The land rush forms the exciting climax of the film, and this has been excellently pictured. As a spectacle it rivals the chariot race in 'Ben Hur.' And if you think an auto crash is breath taking, see what happens when a wagon strikes a stump and goes to pieces! There are scenes of exquisite beauty. . . . The picture is one above the ordinary in every way, one worth marking down on your list of those which must be seen."

## "Don Juan"—Warner Bros. Egyptian, Los Angeles

*Los Angeles Times*: "A fascinating film accomplishment. One can find in 'Don Juan' plenty of food for artistic delight. Characters are splendidly drawn and the production has been cast with a rare degree of perfection. Outside of the star, who has never looked more romantically successful than he does in the blond wig he wears, there are three other roles played with remarkable dramatic force—the Lucretia Borgia of Estelle Taylor, the Donati of Montague Love and the Cesare Borgia of Warner Oland. Alan Crosland and Bess Meredyth as scenarioists, merit undoubted applause . . . the photography, too, is splendid."

*Examiner*: "To say that Barrymore is a good actor is akin to mentioning Barrie's ability as a writer, a superfluous compliment. But to say he is superb as the

youthful Spaniard bent on love, more love and still more love, is giving him only his just reward. I like Barrymore's comedy. He's subtle, engaging and suave. He has never been more pictorially attractive nor has he ever looked as well as he does in his seventeenth century costume. No small measure of credit for the direction of this many sided drama goes to Alan Crosland, who handled the varied situations with a finesse that is born of experience. In my opinion, the duel scene between Barrymore and Montague Love is one of the most thrilling fights that I have ever seen on the screen and needless to say, I have seen many of them. Crosland deserves a medal for this scene alone."

"Warner Bros. have a production in 'Don Juan' to which they can point with honest pride. That it will be popular no one can doubt. In fact, I expect a trail will be worn to the Egyptian Theatre during the next few weeks not only to see the picture but the prologue and the music, directed by Josiah Zuro, imported from New York for this particular event."

*Evening Herald*: "Seldom do we have the privilege of seeing on the screen a photoplay so dazzling and possessing so many of the essentials that make for a spectacle of unusual beauty. The most ambitious effort yet undertaken by the Warner Bros. They have achieved a really wonderful work of the motion picture art. The sets are massive and lavishly dressed; so much so that the eye is often bewildered; the costuming, rich and exquisitely beautiful, as a narrative of this kind makes necessary, is more than adequate, and I doubt whether you would find, if you searched the length and breadth of Hollywood, a picture more pictorially or photographically perfect."

"I would say that Mr. Barrymore is a revelation in the role of the world's most torrid love-maker."

*Daily News*: "'Don Juan' is a revelation from a standpoint of romance. When the House of Barrymore sent its illustrious son, John, to represent it in the pantomime world, it knew that the crest and coat-of-arms would not be sullied. Film fans admit that he outbarrymored himself, as well as out Valentinoed Rudolph in affairs with scores of beautiful women."

*Record*: "'Don Juan' is a picture of romantic richness . . . it has all the red blood, the amorous high lights and the verve and spirit that 'Don Juan' should have. Barrymore's interpretation of the role is but another of the many splendid characterizations with which he and other members of his famous family have emblazoned their names upon the tablets of fame."

## "The Great Deception"—First National, Karlton, Phila.

*Evening Bulletin*: "An interesting romance replete with thrilling situations and bits of remarkable

photography forms the main attraction at the Karlton Theatre this week. Hair-raising escapes in an airplane under the cover of night and breath-taking suspense, created by the presence of a code which is ever in danger of falling into the hands of the enemy, form a thread which keeps the audience a-tingle at all times. The picture is a pleasant relief after one has seen so many of the so-called 'drawing room' films adorned by the usual collection of flappers and sheiks."

*Philadelphia Record*: "It has some striking situations in which the spectator is held breathless with suspense."

*Inquirer*: "There are thrills enough to raise the short hair on the neck of a bronze dog."

*Public Ledger*: "The feature this week is a rapid romance with the full World War flavor."

*Evening Ledger*: "The film rapidly gathers momentum and proves thrilling entertainment."

## "The Bells"—Chadwick, Detroit

*Detroit Evening Times*: "Lionel Barrymore, member of the famous stage family, has a unique role in 'The Bells.' This time he has assumed a role made famous upon the stage by the late Sir Henry Irving, in which he has practically everything to himself. 'The Bells' provides Barrymore with a good character role, and he certainly explores every opportunity the role presents. A capable cast appears in support of the star."

*Detroit Free Press*: "That Lionel Barrymore has the genius of his forebears is borne witness in his current performance at the Broadway Strand Theatre in a film made from the late Sir Henry Irving's dramatic masterpiece, 'The Bells.' In the role of Mathias, Barrymore dominates the picture, and gives a clearcut, fine characterization in both the light comedy and heavy dramatic scenes of the play. Weird and fantastic lighting effects were employed in adding to the effectiveness of certain scenes, and thrills abound as the story unfolds."

*Detroit News*: "The motion picture public, young in years, has probably no recollection of 'The Bells,' whose screen version is serving Lionel Barrymore at the Broadway Strand Theatre this week, but for that public's information this was a mighty fine play in its day, one of the bright things of the theatre, with which the name of Sir Henry Irving is associated forevermore. It comes to the screen but slightly altered. Inevitably, it is a great opportunity for this fine actor. It is an immensely sincere and capable performance, unaccompanied by obvious devices, either histrionic or mechanical. A very unusual exhibition of acting. Also a singular beauty has been achieved in the matter of photography and settings. If one seeks art in the movies, it may be found, and to spare, in 'The Bells.'"



# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Combating and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highbinders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. L. Horton	Assoc. Exhib.	5786 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6967 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Rocque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Angew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H. B. Warner-L. Rich	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant, The	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed.	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight, The	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lillian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M	6755 feet	Jan. 23
Mlle. Modiste	Corrine Griffith	First National	6230 feet	May 15
Money Talks	Windsor-Bedford	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O' Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M	5020 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National	9710 feet	April 17
Hands Across the Border	Fred Thompson	F. B. O.	5367 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	519 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morgan's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7751 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Ransom's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4451 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harry Miller	Warner Bros.	6107 feet	Jan. 19
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	June 19
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Fringling-Sherman			
Winning the Futurity	Conklin	First National	7533 feet	May 22
Wise Guy, The	Landis-C. Horton	Chadwick	5400 feet	
	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Lodge in the Wilderness	A. Stewart-E. Breese	Tiffany	7000 feet	
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovely Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Mulhall-J. Ralston	First National	6562 feet	
Trick to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Rocque	Prod. Dist. Corp.	6612 feet	
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28



Feature	Star	Distributed by	Length	Reviewed
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Hero of the Big Snows, A	"Rin-Tin-Tin"	Warner	4745 feet	
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M	7 reels	July 10

Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthlemess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M	6970 feet	Sept. 4
Bel'e of Broadway, The	Betty Compton	Columbia Pictures		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.	4718 feet	
Devil's Gulch, The	Bob Custer	F. B. O.		
Devil's Island	Pauline Frederick	Chadwick	6900 feet	Aug. 14
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloria Swanson	Paramount	6435 feet	Sept. 11
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Her Man o'War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Honeymoon Express, The	Irene Rich	Warner Bros.	6768 feet	
Into Her Kingdom	Corinne Griffith	First National	6446 feet	Aug. 21
It Must Be Love	Colleen Moore	First National	6848 feet	
Kick-Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.	5447 feet	
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Midnight Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Satan Town	Harry Carey	Pathe	6 reels	
Senor Daredevil	Ken Maynard	First National	6402 feet	July 17
Show Off, The	Ford Sterling	Paramount	6195 feet	Sept. 11
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lyttell-Percy	Tiffany		

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	L. Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Block Signal, The	Ralph Lewis	Lumas	5795 feet	
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox		
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L.			
Devil Horse, The	Rich.	Famous Attractions	5900 feet	
Diplomacy	Rex (Horse)	Pathe	5853 feet	April 24
Duchess of Buffalo, The	Sweet-Hamilton			
False Alarm, The	O. Moore	Paramount		
Flames	Constance Talmadge	First National	6940 feet	Sept. 4
Flaming Frontier, The	R. Lewis-M. Carr	Columbia		
Flying Horseman, The	E. O'Brien-V. Valli	Assoc. Exhib.	5888 feet	Sept. 15
Flying Mail, The	Special Cast	Universal	8829 feet	April 17
Fools of Fashion	Buck Jones	Fox	4971 feet	Sept. 11
Forlorn River	Al Wilson	Asso. Exhib.	4500 feet	Sept. 18
Going the Limit	Day-Von Eltz-Busch	Tiffany		
Golden Web, The	Jack Holt	Paramount		
Grey Devil, The	H. Gordon-L. Rich	F. B. O.	6075 feet	Sept. 11
Heart of a Coward, The	Lumas		4274 feet	
High Hand, The	Jack Perrin	Rayart	5031 feet	Sept. 11
Hold That Lion	Billy Sullivan	Rayart	5679 feet	Sept. 11
Kosher Kitty Kelly	Leo Maloney	Pathe	6 reels	Sept. 18
Laddie	Douglas MacLean	Paramount		
Ladies First	Viola Dana	F. B. O.		
Lost at Sea	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Mare Nostrum	Douglas MacLean	Paramount		
Marriage Clause, The	Gordon-J. Novak	Tiffany	6400 feet	Aug. 21
Marriage License	Special Cast	M-G-Ingram	11000 feet	Feb. 27
Michael Strogoff	Bushman-Dove	Universal	7680 feet	July 3
Nell Gwyn	Alma Rubens	Fox	7168 feet	Sept. 11
One Minute to Play	Ivan Mosjoukine	Universal	10 reels	
Paradise	Dorothy Gish	Paramount	6741 feet	
Poker Faces	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Ridin' Rascal, The	M. Sills-B. Bronson	First National	7090 feet	
Silent Power, The	E. Horton-L. La Plante	Universal	7808 feet	July 31
Son of the Sheikh, The	Art Acord	Universal	4510 feet	
Sparrows	Ralph Lewis	Lumas	6100 feet	
Speeding Thru	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Speeding Venus, The	Mary Pickford	United Artists	7763 feet	
Strong Man, The	Creighton Hale	Elbee Pict.	5500 feet	Sept. 11
Subway Sadie	Priscilla Dean	P. D. C.	5560 feet	July 24
Sweet Rosie O'Grady	Harry Langdon	First National	6882 feet	Sept. 18
Temporary Sheriff, The	Mackail-Mulhall	First National	6727 feet	
Tempress, The	C. Landis-S. Mason	Columbia		
Texas Strack, The	Dick Hatton	Rayart	4500 feet	
	Garbo-Moreno	M-G-M		
	Hoot Gibson	Universal	6367 feet	Sept. 18

Feature	Star	Distributed by	Length	Reviewed
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount		
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
You Never Know Women	Florence Vidoe	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Across the Pacific	Monte Blue	Warner Bros.		
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Campus Flirt, The	Bebe Daniels	Paramount		
College Days	Marceline Day	Tiffany		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib.		
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The	Lumas			
First Night, The	B. Lytell-D. Devore	Tiffany		
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Great Gatsby, The	Baxter-Wilson	Paramount		
Great K. & A. Robbery	Tom Mix	Fox		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
King of the Saddle	Bill Cody	Assoc. Exhib.		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox		
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
My Official Wife	Warner Bros.			
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Prince of Tempters, The	Lyon-Moran	First National		
Private Izzy Murphy	George Jessel	Warner Bros.		
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Synopating Sue	Corinne Griffith	First National		
Take It From Me	Reginald Denny	Universal		
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
Waning Sex, The	Norma Shearer	M-G-M		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
Whispering Wires	A. Stewart-E. Burns	Fox		
Yellow Back, The	Fred Humes	Universal	4766 feet	
You'd Be Surprised	Raymond Griffith	Paramount		
Young April	Special Cast	Prod. Dist. Corp.	6858 feet	

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Age of Action, The	Wally Wales	Assoc. Exhib.		
Age of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Going Crooked	B. Love-O. Shaw	Fox		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
His New York Wife	Alice Day	Famous Attractions		
Ice Flood, The	K. Harlan-V. Dana	Universal		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
King of the Pack	Lumas			
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning		Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Men of the Dawn	Milton Sills	First National		
Midnight Lovers	Nilsson-Stone	First National		
Obeys the Law	Bert Lytell	Columbia Pictures		
On the Wings of the Storm	R. Howes-V. Faire	Fox		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred	Tiffany			
Return of Peter Grimm	Alec B. Francis	Fox		
Rough Riders, The	Frank Hopper	Paramount		
There You Are	Nagel-Roberts	M-G-M		
Twinklitoes	Colleen Moore	First National		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		
Winning Wallop, The	Wm. Fairbanks	Lumas		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Charleston Kid, The	Mackail-Mulhall	First National		
Duke of Ladies, The	Special Cast	First National		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidor	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Knickerbocker Kid, The	Johnny Hines	First National		
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	Esther Ralston	Paramount		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Mill, The	Marion Davies	M-G-M		
Sin Cargo	Tiffany			
Stranded in Paris	Bebe Daniels	Paramount		
Upstage	Norma Shearer	M-G-M		
White Black Sheep, The	Richard Barthelmess	First National		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		



Feature	Star	Distributed by	Length	Reviewed
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island		Tiffany		
Flaming Forest, The	Renee Adoree	M-G-M		
Flaming Timber		Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Johnny Newcomer	Harry Langdon	First National		
Lady in Ermine, The	Corinne Griffith	First National		
Lunatic at Large, The	Leon Errol	First National		
Man of the Forest	Jack Holt	Paramount		
Masked Woman, The	Anna Q. Nilsson	First National		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Slide, Kelly, Slide		M-G-M		
Sun of Montmartre, The	Norma Talmadge	First National		
Taxi Dancer, The		M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Blonde Saint, The	Kenyon-Stone	First National		
Butterflies in the Rain	Laura La Plante	Universal		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Little Journey, The	Haines-Windsor	M-G-M		
Mystery Club, The	Special Cast	Universal		
Orchids and Ermine	Colleen Moore	First National		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Silky Anne	Constance Talmadge	First National		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Song of Steel		Tiffany		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The		Tiffany		
Too Many Women	Norman Kerry	Universal		

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Alice Ardell	F. B. O.	2 reels	
Alice Be Good	Alice Day	Pathe	2 reels	July 31
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Swell That Ends Swell	A. Vaughn-L. Kent	F. B. O.	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming		Red Seal		Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babe in the Jungle	"O. Henry"	Fox	2 reels	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	1 reel	
Balloon Tied	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty ala Mud	Jimmie Adams	Educational	2 reels	Sept. 18
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Colford	George Lewis	Universal	2 reels	
Big Business		Fox		
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Bonehead Bobby		Rayart	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Briny Boob, A	Billy Dooley	Educational	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop's Fables"	Pathe	1 reel	Sept. 11
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Dog	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump		F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Meow, The		Cranfield & Clarke	2 reels	
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	

Title	Star	Distributed by	Length	Reviewed
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
Clown, The	"Van Bibbers"	Fox	2 reels	
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Colleagues, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Cut Price Glory	"Cartoon"	Educational	1 reel	
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kail	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West	"Cartoon"	F. B. O.	1 reel	
Dinner Jest, The		Pathe		
Dippy Tar, A	Billy Dasley	Educational	2 reels	Mar. 20
Dizzy Daddies	Jimmie Finlayson	Pathe		
Dizzy Dancers		Fox		
Dizzy Days	Bobby Ray	Rayart	2 reels	
Don Key-Son of a Burro	Holmes-Davidson	Pathe	2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fatty's First Fancy	Fatty Laymon	Sava Films	2 reels	
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 5
Felix the Cat Bursts a Bubble	"Cartoon"	Educational	1 reel	
Felix the Cat Hunts the Hunter	"Cartoon"	Educational	1 reel	
Felix the Cat in a Tale o' Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix in Jim Gems	"Cartoon"	Educational	1 reel	Sept. 18
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in Land O' Fancy	"Cartoon"	Educational	1 reel	
Felix the Cat in School Daze	"Cartoon"	Educational	1 reel	May 27
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Ringer	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fight Night	Billy Bevan	Pathe	2 reels	May 15
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistful Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	July 3
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Bruh, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Grabbing Grabbers	Mickey Bennett	Cranfield & Clarke	2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Sava Films	2 reels	
Harem Knight, A		Pathe	2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Heart's and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		



Title	Star	Distributed by	Length	Reviewed	Title	Star	Distributed by	Length	Reviewed
Hired and Fired	Paul Parrott	Pathe	1 reel		Opry House Tonight	Arthur Lake	Universal	1 reel	July 31
His Girl Friend	Mack-Marion	Universal	2 reels	July 31	Optimist, The	Charles Puffy	Universal	1 reel	May 22
His Private Life	Lupino Lane	Educational	2 reels	June 12	Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
His Taking Ways	Al St. John	Bischoff	2 reels		Over There	Al Joy	Universal	2 reels	
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3	Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Hoboken to Hollywood	Billie Bevan	Pathe	2 reels	Sept. 11	Papa's Mama	Arthur Lake	Universal	1 reel	
Hold 'er Sheriff	Cliff Bowes	Educational	1 reel	July 3	Papa's Pest	Burns-Steadman	Educational	2 reels	June
Hold Still	Cornwall-Duffy	Educational	2 reels		Pawnshop Politics	Luddy-Harris	Fox	2 reels	5
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27	Pelican's Bill	"Cartoon"	F. B. O.	1 reel	June 12
Honest Injun	Johnny Arthur	Educational	2 reels		Perils of Petersboro, The	Alice Day	Pathe	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels		Pests	"Aesop Fables"	Pathe	1 reel	Sept. 11
Honeymooning With Ma	Charles King	Universal	2 reels	June 5	Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17	Pig's Curl: Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
Howdy Judge	Bobby Ray	Rayart	2 reels		Pink Elephants	Al St. John	Educational	2 reels	
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7	Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13	Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Humdinger, The	Johnny Arthur	Educational	2 reels		Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Hur Ben	Hank Mann	Sava Films	2 reels		Please Excuse Me	Charles King	Universal	2 reels	
Hurricane, The	Alice Ardell	F. B. O.	2 reels		Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Ice Cold Cocos	Billy Bevan	Pathe	2 reels		Plumb Goofy	Dunham-Gallagher	Educational	1 reel	
Inventors, The	Fatty Layman	Sava Films	2 reels		Polar Baron, The	Glady's McConnell	Fox	2 reels	May 1
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels		Pound Foolish	George Davis	Educational	1 reel	
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21	Prodigal Bridegroom, The		Pathe		
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3	Psyche and the Pskyscraper	"O. Henry"	Fox	2 reels	
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1	Puppy Lovetime	Alice Day	Pathe	2 reels	June 5
Jane's Engagement Party	Wanda Wiley	Universal	2 reels		Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Jane's Flirtation	Wanda Wiley	Universal	2 reels		Radio Bug, The	Dunham-Gallagher	Educational		
Jane's Honeymoon	Wanda Wiley	Universal	2 reels		Radio Mad	Laymon-Dorety	Tennek Film	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels		Raggedy Rose	Mabel Normand	Pathe	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14	Raging Tide, The	"Cartoon"	Educational	1 reel	
Jane's Troubles	Wanda Wiley	Universal	2 reels		Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Jellyfish, The	Frank Pangham	Educational	2 reels	Sept. 18	Rain and Shines	Al St. John	Bischoff	2 reels	
Jerry the Giant	"Animal"	Fox	2 reels	July 10	Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Jolly Tars	Lloyd Hamilton	Educational	2 reels		Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel		Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Keeping His Word	Charles King	Universal	2 reels		Relay, The	George Lewis	Universal	2 reels	
Killed By Kindness		Fox	2 reels		Reporter, The	"Van Bibbers"	Fox	2 reels	
Kiss Me, Kate	Dunham-Gallagher	Educational	2 reels		Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Kiss Papa	Lige Conley	Fox	2 reels	Sept. 4	Sailing Along	Al Alt	Rayart		
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4	Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27	Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel		Say It With Love	Edna Marian	Universal	2 reels	April 17
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel		Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Ko-Ko in the Fadaway	"Cartoon"	Red Seal	1 reel	Sept. 18	Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel		Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Lafayette Where Are We?	Shields Arthur	Fox	2 reels	July 31	Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28	Second Hand Excuse, A	Charles King	Universal	2 reels	
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26	Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14	Shady Rest	"The Gumps"	Universal	2 reels	
Last Lap, The	George Lewis	Universal	2 reels		She Beast, The	Sid Smith	Sava Films	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels		Shell Shocked	Jimmy Adams	Educational	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels		She's a Prince	Alice Ardell	F. B. O.	2 reels	
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17	She's My Cousin	Charles King	Universal	2 reels	May 15
Light House-keeping	Lige Conley	Educational	2 reels	Mar. 20	Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22	Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Light Wines and Bearded Ladies		Fox			Shore Shy	Dooley-Joyce	Educational	2 reels	
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12	Should Husbands Marry?		Pathe	2 reels	Sept. 11
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22	Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12	Skating Instructors	"Mutt and Jeff"	Short Film Syn	1 reel	
Lookout Buster!	Trimble and Dog	Universal	2 reels		Sky Bound	Al St. John	Educational	2 reels	April 17
Love's Hurdle	Charles King	Universal	2 reels	May 15	Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Love's Last Laugh		Pathe	2 reels		Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Love Sundae, A	Alice Day	Pathe	2 reels		Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Love Your Neighbor	Wise-McKay	Artclass	2 reels		Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Love's Labor Lost	Neely Edwards	Universal	1 reel		Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Lying Tamer, The	Barbara Luddy	Fox	2 reels		Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Madame Mystery	Bara-Finlayson	Pathe	2 reels	April 17	Snookum's Outing	"Newlyweds"	Universal	2 reels	
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8	Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Making Good	George Lewis	Universal	2 reels		Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10	Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Married Widow, The	Eddie Gordon	Sava Films	2 reels		Society Architect, A		Fox		
Marry Month of May	"O. Henry"	Fox	2 reels		Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Masked Mamas		Pathe	2 reels		Solid Gold	Lige Conley	Educational	2 reels	
Masters of Arts	"O. Henry"	Fox	2 reels		Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Matrimony Blues	Lige Conley	Fox	2 reels		Some More Excuses	Charles King	Universal	2 reels	
McDougal Alley (Series)		F. B. O.	2 reels		So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10	Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13	Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Meet the Boy Friend	Chas. Doherty	Loumay Prod.			Squirrel Food	Cliff Bowes	Educational	1 reel	
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17	Stage Shy	Hank Mann	Sava Films	2 reels	
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels		Steeplechaser, The	Lige Conley	Fox	2 reels	Sept. 11
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31	Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	
Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17	Strictly Kosher	Wise-McKay	Artclass	2 reels	
Min's Away	"The Gumps"	Universal	2 reels		Stupid Prince, The	Bobby Ray	Rayart		
Mixed Brides	Wanda Wiley	Universal	2 reels		Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Mixed Doubles	Charles Puffy	Universal	1 reel		Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Money Screams		Fox	2 reels		Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27	Teacher, Teacher	Lloyd Hamilton	Educational	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	Sept. 11	Thanks for the Boat Ride		Universal		
Mortgaged Again	Arthur Lake	Universal	1 reel		That's My Baby	Charles Puffy	Universal	1 reel	
Mother-in-Law	"Helen and Warren"	Fox	2 reels		There She Goes	Wanda Wiley	Universal	2 reels	July 3
Motor Trouble	Charles King	Universal	2 reels		Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Move Along	Lloyd Hamilton	Educational	2 reels		Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Movie Madness	Edna Marian	Universal	2 reels	June 5	Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Movie Struck	Dorie Eaton	Cranfield & Clarke			Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6	Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29	Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Mr. Wife	Neal Burns	Educational	2 reels		Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Mum's the Word	Charles Chase	Pathe	2 reels	May 15	Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5	Too Many Babies	Darling-King	Universal	2 reels	May 8
My Kid		Educational	2 reels	Sept. 11	Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Napoleon, Jr.		Fox			Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4
Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26	Tow Service	"The Gumps"	Universal	2 reels	
Newlyweds and Their Baby					Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
The (Series)	Snookums-Clair-Dooly	Universal	2 reels		Twelve Miles Out		F. B. O.	2 reels	
Newlyweds in Quarantine, The	Snookums-Clair-Dooly	Universal	2 reels	June 19	Twin Sisters	Wanda Wiley	Universal	2 reels	
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels		Two Dollars, Please	Neely Edwards	Universal	1 reel	Sept. 11
Nobody Loves Me	Chas. Puffy	Universal	1 reel	Sept. 18	Two Lips in Holland		Fox	2 reels	April 17
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24	Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
Non-Skid Banana, The	Charley Bowers	F. B. O.	2 reels		Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Non-Stop Bride		Fox	2 reels		Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
North of 64	Sid Smith	Sava Films	2 reels		Unsquirtable Pickle, The	Charley Bowers	F. B. O.		
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10	Up and Woogie	A. Vaughn-L. Kent	F. B. O.	2 reels	
Not to Be Trusted	"Helen and Warren"	Fox	2 reels		Up in the Air	"Aesop Fables"	Pathe	1 reel	
Oh! For a Nurse	Sid Smith	Sava Films	2 reels		Uppercuts	Jack Duffy	Educational	2 reels	Sept. 11
Oh! Winnie Behave	Ethelyn Gibson	Artclass	2 reels		Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Olga's Boatman	Neely Edwards	Universal	1 reel		Venus of Venice	"Aesop Fables"	Pathe	1 reel	
One P. M.	Bobby Ray	Rayart			Village Cut Up, The	Arthur Lake	Universal	1 reel	
On the Jump	Al Alt	Rayart			Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
On Thin Ice	"Mutt & Jeff"	Short Film Syn	1 reel	Mar. 6	Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Open House	Johnny Arthur	Educational	2 reels	Sept. 4	Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
					Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
					Wedding Daze		F. B. O.		
					Westerner, The	Reata Hoyt	Fox	2 reels	
					What A Life	Frank Davis	Educational	1 reel	June 26
					What Happened to Jane (Series of 13)	Wanda Wiley	Universal	2 reels	



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What'll You Have?	Charles King	Universal	2 reels	May 22
What! No Spinach?		F. B. O.		
What's Your Hurry?	Charles King	Universal	2 reels	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Which is Which?	Charles King	Universal	2 reels	
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who Hit Me?	Al St. John	Educational	2 reels	July 31
Who's Boss?	Davis-Bowes	Educational	1 reel	June 5
Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Who's Next?	Neely Edwards	Universal	1 reel	July 24
Why George?	Sam Saylor	Universal	2 reels	
Wide Open Faces	Charles Puffy	Universal	1 reel	
Wife Shy	Bobby Vernon	Educational	2 reels	
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wisecrackers (Series)	Short-Withers	F. B. O.		
Wise Guys Prefer Brunettes				
Wise Quacker, The	Helene Chadwick	Pathe	2 reels	
Wise Or Otherwise	Eddie Gordon	Sava Films	2 reels	
Wives and Women	Charles Puffy	Universal	1 reel	June 5
Working Winnie	Ethlyn Gibson	Artclass	2 reels	
Yankee Doodle Duke, A	Ralph Graves	Pathe	2 reels	
Yearning for Love	Wanda Gray	Universal	2 reels	April 3
Yokel, The	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Sportlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Sportlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Racing Drama)	Hi-Mark Prod.	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Sportlight)	Cranfield & Clarke	1 reel	Sept. 11
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blue Boy, The	Educational	2 reels	Sept. 11
Broadway of Jungle Land	Cranfield & Clarke	1 reel	
Buffalo Bill (Serial)	Universal	10 episodes	
Bull's Eyes (Sportlight)	Pathe	1 reel	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15
Can Happen to You (Scandals of America)	Artclass	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Charleston Films	Cranfield & Clarke	4 half reels	May 1
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Chronicles of America (Series of 18 Three Reelers)	Pathe		
Colorado (Variety)	Fox	1 reel	
Coming Back (Mustang)	Universal	2 reels	
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Dancing Around the World (Variety)	Fox	1 reel	July 17
Dangerous Game, A (Mustang)	Universal	2 reels	
Dark Horse, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Dav Dreams	Cranfield & Clarke	2 reels	
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Desperate Dan (Mustang)	Universal	2 reels	May 1
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8
Dolly Gray (Song Car-Tune)	Red Seal	1 reel	
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels	
Down to Damascus (Variety)	Fox	1 reel	July 10
Drops From Heaven (Variety)	Fox	1 reel	
Egypt	F. B. O.	1 reel	
Emergency Man, The	Edmund Cobb	1 reel	
Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Fade Away Foster (Mustang)	Universal	2 reels	May 1
Falling Water Valley (Bruce Scenic)	Educational	1 reel	
Family Album, The (Sketch Book)	Pathe	1 reel	
Fashions in Photographs	Pathe	1 reel	Sept. 4
Fighting Marine, The (Serial)	Pathe	10 episodes	Sept. 11
Fighting With Buffalo Bill (Serial)	Universal		
Figures of Fancy (Hodge Podge)	Educational	1 reel	
Film Facts (Series)	Red Seal	1 reel	
Film Facts, Issue H	Red Seal	1 reel	
Film Facts, Issue I	Red Seal	1 reel	
Film Facts, Issue J	Red Seal	1 reel	
Film Facts, Issue K	Red Seal	1 reel	
Film Reporter, The (Series of 13)	Red Seal	1 reel	
Film Reporter, The, No. 1	Red Seal	1 reel	
Fire Barrier (Mustang)	Universal	2 reels	
Fire Fighters, The (Serial)	Universal	10 episodes	
Flaming West, The (Mustang)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Four Square Steve (Mustang)	Universal	2 reels	June 5
Frame Up, The (Mustang)	Universal	2 reels	May 22
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12
Fugitive Futerise (Novelty)	Cranfield & Clarke	1 reel	
Game Hunting in Abyssinia			
Gems of the Screen (Series)	Red Seal	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel	
Glory or Dollars (Sportlight)	Pathe	1 reel	June 26
God's Country	Cranfield & Clarke	2 reels	
Gold and Fleece (Bruce Scenic)	Educational	1 reel	
Golden Spurs, The (Racing Drama)	Hi-Mark Prod.	2 reels	

Title	Distributed by	Length	Reviewed
Great Lakes, The (Variety)	Fox	1 reel	
Green Archer, The (Serial)	Pathe	10 episodes	
Grimming Fists (Mustang)	Universal	2 reels	
Guess Who (Series)	Artclass	1 reel	
Guess Who, No. 1	Artclass	1 reel	
Guess Who, No. 2	Artclass	1 reel	
Guess Who, No. 3	Artclass	1 reel	
Guess Who, No. 4	Artclass	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Sportlight)	Pathe	1 reel	April 10
Hair Cartoons, No. 10	Red Seal	1 reel	
Hair Cartoons, No. 11	Red Seal	1 reel	
Hair Cartoons, No. 12	Red Seal	1 reel	
Hair Cartoons, No. 13	Red Seal	1 reel	
Hair Cartoons, No. 14	Red Seal	1 reel	Sept. 4
Hair Cartoons, No. 15	Red Seal	1 reel	
Hair Cartoons, No. 16	Red Seal	1 reel	
Hair Cartoons, No. 17	Red Seal	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6
Haunted Homestead, The (Mustang)	Universal	2 reels	
Heavenly Bodies			
Heavens Above (Novelty)	Service Film	1 reel	
Her First Night in a Beauty Parlor	Arthur J. Lamb	2 reels	
Hero Land (Color Novelty)	Service Film	1 reel	
Heroes of the Sea	Cranfield & Clarke	1 reel	
His Pal... Fearless (Dog)	Chesterfield	2 reels	
Homeless Husbands' Land (Novelty)	Short Film	1 reel	
Honeymoon Cruises	Tennek Film	1 reel	
How I Hate to Get Up (Song Parody)	Artclass	1 reel	
If a Picture Tells a Story	Cranfield & Clarke	1 reel	
India Tea	Pathe	1 reel	May 22
Inland Voyage, An (Variety)	Fox	1 reel	
In Sunny Spain (Variety)	Fox	1 reel	July 10
Inside Dope, The (Sportlight)	Pathe	1 reel	May 1
International Detective Stories	Tennek Film	2 reels	
Jack's of One Trade (Sportlight)	Pathe	1 reel	June 26
Jewels of Venus			
Jim Hood's Ghost (Mustang)	Universal	2 reels	Sept. 11
Jungle Heroine, A	Chesterfield	2 reels	
Jungle Mystery	Sava Films	2 reels	
Jungle Secrets	Sava Films		
Jungle Tragedy, A	Chesterfield	2 reels	
Keeping 'Em Guessing (Series)	Red Seal	1 reel	
Keeping 'Em Guessing, No. 2	Red Seal	1 reel	
Keeping in Trim (Sportlight)	Pathe	1 reel	
King of the Beasts (Cartoon)	F. B. O.	1 reel	
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel	
Land of Rivers (Scenic)	Service Film	1 reel	
Last Man, The	Chesterfield	2 reels	
Law of the North (Mustang)	Universal	1 reel	Sept. 18
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Lest We Forget	Educational	1 reel	May 1
Let Loose (Mustang)	Universal	2 reels	
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightnin' Flashes (Drama)	Sava Films	2 reels	
Lightnin' Strikes (Drama)	Sava Films	2 reels	
Lightnin' Wins (Drama)	Sava Films	2 reels	
Lightning Hunch (Serial)	Arrow Film		
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22
Lion's Mate, The	Chesterfield	2 reels	
Little Brown Rug, The (Bruce Novelty)	Educational	1 reel	
Little Warrior, The (Mustang)	Universal	2 reels	July 24
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Love Deputy, The (Mustang)	Universal	2 reels	
Love Fighter... Fearless (Dog)	Chesterfield	2 reels	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14
Marvels of Motion (Series)	Red Seal	1 reel	
Marvels of Motion, Issue H	Red Seal	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel	
Marvels of Motion, Issue J	Red Seal	1 reel	
Marvels of Motion, Issue K	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Mona Lisa	Educational	2 reels	
Mother O' Mine	Cranfield & Clarke	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Mountain Molly O (Mustang)	Universal	2 reels	April 17
Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Movie Struck	Cranfield & Clarke	2 reels	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Mystery Pilot, The (Serial)	Rayart		
Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Nervous Moments (Sportlight)	Pathe	1 reel	May 1
Night Prowler, The (Scandal of America)	Artclass	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Outlaw Love (Mustang)	Universal	2 reels	
Out of the Inkwell (Series)	Red Seal	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Pathe Review, No. 17	Pathe	1 reel	May 1
Pathe Review, No. 18	Pathe	1 reel	May 1
Pathe Review, No. 19	Pathe	1 reel	May 15
Pathe Review, No. 20	Pathe	1 reel	May 22
Pathe Review, No. 21	Pathe	1 reel	May 22
Pathe Review, No. 22	Pathe	1 reel	May 29
Pathe Review, No. 23	Pathe	1 reel	June 5
Pathe Review, No. 24	Pathe	1 reel	June 26
Pathe Review, No. 25	Pathe	1 reel	June 26
Pathe Review, No. 26	Pathe	1 reel	
Pathe Review, No. 27	Pathe	1 reel	July 3
Pathe Review, No. 28	Pathe	1 reel	July 24
Pathe Review, No. 29	Pathe	1 reel	July 17
Pathe Review, No. 30	Pathe	1 reel	
Pathe Review, No. 31	Pathe	1 reel	July 31
Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Pathe Review, No. 35	Pathe	1 reel	
Pathe Review, No. 36	Pathe	1 reel	
Pathe Review, No. 37	Pathe	1 reel	
Pathe Review, No. 38	Pathe	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Pep of the Lazy J, A (Mustang)	Universal	2 reels	Aug. 14
Pilgrimages to Palestine (Series)	Pathe		
Pyroclastic Goes Wild (Mustang)	Universal	2 reels	
Planting Season, The (Sportlight)	Pathe	1 reel	June 5
Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Popular Song Parodies (Series)	Artclass	1 reel	
Putting on Dog (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	April 17
Radio Detective, The (Serial)	Universal	10 episodes	April 17
Radio Personalities (Series)	Artclass	1 reel	
Radio Personalities, Vol. A	Artclass	1 reel	



Title	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Radio Personalities, Vol. B	Artclass	1 reel		Auctioneer, The	George Sidney	Fox		
Radio Personalities, Vol. C	Artclass	1 reel		Avenger, The	Bob Custer	F. B. O.		
Radio Personalities, Vol. D	Artclass	1 reel		Back Slapper, The	John Gilbert	M-G-M		
Rare Bits (A Curiosity)	Educational	1 reel		Bad Habits	Special Cast	Astor Dist.		
Reelviews (Series)	Red Seal	1 reel		Bad Little Good Girl		Chadwick		
Reelviews, Issue A	Red Seal	1 reel		Bandit Buster, The	Wally Wales	Assoc. Exhib.		
Reelviews, Issue B	Red Seal	1 reel		Bandits of the Air	Al Wilson	Assoc. Exhib.		
Reelviews, Issue C	Red Seal	1 reel		Bardelys the Magnificent	John Gilbert	M-G-M		
Reelviews, Issue D	Red Seal	1 reel		Bargain Bride, The	Mary Philbin	Universal		
Rescue, The (Mustang)	Universal	2 reels		Barriers of Fire	Monte Blue	Warner Bros.		
Return of the Riddle Rider, The (Serial)	Universal	10 episodes		Beau Geste	Special Cast	Paramount	10 reels	Sept. 11
Revolutions per Minute (Spotlight)	Pathe	1 reel	June 5	Beauty	Special Cast	M-G-M		
Rhinoceros Hunt, The	Cranfield & Clarke	1 reel		Beauty and the Beast	Colman-Banky	United Artists		
Riches of the Earth (Variety)	Fox	1 reel		Bed and Board	Doris Kenyon	First National		
Ridin' For Love (Mustang)	Universal	2 reels		Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Riding For a King (Racing Drama)	Hi-Mark Prod.	2 reels		Behind the Screen	Special Cast	M-G-M		
Ringer, The (Racing Drama)	Hi-Mark Prod.	2 reels		Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28	Beloved Fraud, The		American Cinema		
Rushing Waters	Cranfield & Clarke			Ben Burbridge's African			8 reels	June 26
Rustler's Secret, The (Mustang)	Universal	2 reels		Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Saddle Tramp, The (Mustang)	Universal	2 reels		Better 'Ole, The	Syd Chaplin	Warner Bros.		
Scandal of America (Series)	Artclass	1 reel		Better Way, The		Columbia Pictures		
Screen Star Sports (Series)	Artclass	1 reel		Beware of Widows	Laura La Plante	Lumas		
Screen Star Sports, Vol. A	Artclass	1 reel		Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Screen Star Sports, Vol. B	Artclass	1 reel		Bigger They Are, The	George O'Hara	F. B. O.		
Screen Star Sports, Vol. C	Artclass	1 reel		Big Gun, The	George Lewis	Universal		
Screen Star Sports, Vol. D	Artclass	1 reel		Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Scotty of the Scouts (Serial)	Rayart			Bill of Sale, The		Arthur J. Lamb		
Screen Snapshots (Series)	Columbia	1 reel		Bill Smith, M.D.		Universal		
Screen Snapshots, No. 13	Columbia	1 reel	June 26	Birds of Prey		Columbia Pictures		
Screen Snapshots, No. 14	Columbia	1 reel	July 3	Bitter Apples	Monte Blue	Warner Bros.		
Searchlight (Series)	Red Seal	1 reel		Black Diamond Express				
Searchlights, Issue A	Red Seal	1 reel		The	Monte Blue	Warner Bros.		
Searchlights, Issue B	Red Seal	1 reel		Black Ivory		Warner Bros.		
Searchlights, Issue C	Red Seal	1 reel		Black Rider, The	Richard Talmadge	Universal		
Searchlights, Issue D	Red Seal	1 reel		Black Tears		Gorman Pictures		
Seas of the World	Red Seal	1 reel		Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.		
Shadowland	Cranfield & Clarke			Blue Eagle, The		Fox		
Shadows of the Tiger	Sava Films	2 reels		Border Patrol, The	Harry Carey	Pathe		
Sheik, The (Song Parody)	Artclass	1 reel		Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28	Branded	Bob Custer	F. B. O.		
Silent Flyer, The (Serial)	Universal	10 episodes		Breed of the Sea		F. B. O.		
Sin	Cranfield & Clarke	2 reels		Broadway Drifter, A		Gorman Pictures		
Sketch Book (Series)	Pathe			Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Skenographs (Series)	Cranfield & Clarke			Broncho Twister, The	Buck Jones	Fox		
Sky Skidder, The (Serial)	Bischoff	10 episodes		Brute, The	Monte Blue	Warner Bros.		
Snowed In (Serial)	Pathe	10 episodes	June 26	Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Songs of Central Europe (Melody Series)	Pathe	1 reel		Burning Bridges	Harry Carey	Pathe		
Songs of England (Melody Series)	Pathe	1 reel	Feb. 6	Butter and Egg Man, The		First National		
Songs of France (Melody Series)	Pathe	1 reel	Aug. 21	Callahans and the Murphys				
Songs of Italy (Melody Series)	Pathe	1 reel	July 24	The		M-G-M		
Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6	Call in the Night, A		Truart	5000 feet	
Songs of Spain (Melody Series)	Pathe	1 reel	June 26	Camille	Pola Negri	Paramount		
Songs of the Northern States	Pathe	1 reel		Cancelled Debt, The	Special Cast	Sterling Pict.		
Songs of Yesterday	Cranfield & Clarke	1 reel		Canyon of Light	Tom Mix	Fox		
Soul of the Cypress	Red Seal	1 reel	Feb. 27	Captain Sazarc	Ricardo Cortez	Paramount		
Spanish Holiday (Variety)	Fox	1 reel		Captain Salvation		M-G-M		
Spirit of Play, The (Spotlight)	Pathe	1 reel	Aug. 28	Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Sportsman's Dream	Cranfield & Clarke			Casey at the Bat	W. Beery-R. Hatton	Paramount		
Stick-up Man (Scandal of America)	Artclass	1 reel		Cat and the Canary, The		Universal		
String of Diamonds	Chesterfield	2 reels		Certain Young Man, A	Ramon Novarro	M-G-M		
Strings of Steel (Serial)	Universal	10 episodes		Chains	Bennett-Colman	United Artists		
St. Pauls	Cranfield & Clarke	1 reel		Charity Ball, The		M-G-M		
Sweden Today (Variety)	Fox	1 reel	May 15	Cheating Danger	Dick Talmadge	Universal		
Sweet Adeline (Song Car-tune)	Red Seal	1 reel		Cheerful Fraud, The	Reginald Denny	Universal		
Terrors of the Jungle	Sava Films	2 reels		Cheyenne Days	Hoot Gibson	Universal		
Tin Bronc, The (Mustang)	Universal	2 reels	June 5	Chic Chick, The	Alberta Vaughan	F. B. O.		
Trapped (Mustang)	Universal	2 reels		Christine of the Big Tops	Garon-Landis	Sterling Pict.		
Trails of the Gods	Cranfield & Clarke	1 reel		Cigarette Maker's Romance				
Trail of the North Wind	Cranfield & Clarke	2 reels		The	Special Cast	M-G-M		
Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1	Circus, The	Charles Chaplin	United Artists		
Travels in Toyland (Variety)	Fox	1 reel		City, The	J. Gaynor-W. McGrail	Fox		
Tulip Land	Cranfield & Clarke	1 reel		City of Shadows, The		F. B. O.		
Under Colorado Skies (Variety)	Fox	1 reel		Cleaner Flame, The	Louise Carter	Arrow		
Under Desert Skies (Mustang)	Universal	2 reels		Climbers, The	Irene Rich	Warner Bros.		
Unexpected Visitor (Scandal of America)	Artclass	1 reel		Closed Gates	Special Cast	Sterling Pict.		
Valiant Skipper, The	Cranfield & Clarke	2 reels		Clown, The		Columbia Pictures		
Vanishing Millions (Serial)	Sierra Pictures	15 episodes		College Days		Tiffany		
Vision, The	Educational	2 reels	May 22	College Widows	Dolores Costello	Warner Bros.		
Whatnots (Curiosity)	Educational	1 reel		Come On Charley	Devore-Horton	Assoc. Exhib.		
When Bonita Rode (Mustang)	Universal	2 reels		Coney Island	Special Cast	M-G-M		
When East Meets West (Mustang)	Universal	2 reels	July 31	Confession	Pola Negri	Paramount		
When Oscar Went Wild (Mustang)	Universal	2 reels		Confessions of a Bachelor		Assoc. Exhib.		
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18	Confessions of a Flapper		Assoc. Exhib.		
Whirlwinds (Series)	F. B. O.			Confessions of a Divorcee		Assoc. Exhib.		
Wild America (Variety)	Fox	1 reel	May 22	Confessions of a Widow		Assoc. Exhib.		
Wire Tigers, The	Chesterfield	2 reels		Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Where the Silver River Gleans	Cranfield & Clarke	1 reel		Cossacks, The	John Gilbert	M-G-M		
Whispering Smith Rides (Serial)	Universal	10 episodes		Country Beyond, The	Olive Borden	Fox		
White Waters	Cranfield & Clarke	2 reels		Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
Who Is Safe? (Scandal of America)	Artclass	1 reel		Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.		
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20	Cow Punching for Cupid	Tom Tyler	F. B. O.		
Wolf, The Fearless (Dog)	Chesterfield	2 reels		Cradle Snatchers		Fox		
Wolf's Brush	Cranfield & Clarke	2 reels		Crashing Hoofs	Bob Custer	F. B. O.		
Wonder Book Series	Short Film	1 reel		Crashing Timbers	Harlan-Dana	Universal		
Wonderful Water	Service Film Corp.	1 reel	May 1	Crazy Fool, The		M-G-M		
Wonders of the Blue Gulf of Mexico				Crisis, The	Special Cast	M-G-M		
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12	Crooks Tours	George O'Hara	F. B. O.		

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Hershott	Universal		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An		Paramount		
Ankles Preferred		Fox		
Annie Laurie	Lillian Gish	M-G-M		
April Fool	Alexander Carr	Chadwick		
Aristocrat, The		Famous Attractions		
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Ashes	C. Griffith-T. Moore	First National		
Atlantis		First National		
Atta Boy	Monty Banks	Pathe	6 reels	

Feature	Star	Distributed by	Length	Reviewed
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Custer	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl		Chadwick		
Bandit Buster, The	Wally Wales	Assoc. Exhib.		
Bandits of the Air	Al Wilson	Assoc. Exhib.		
Bardelys the Magnificent	John Gilbert	M-G-M		
Bargain Bride, The	Mary Philbin	Universal		
Barriers of Fire	Monte Blue	Warner Bros.		
Beau Geste	Special Cast	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Bed and Board	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The		American Cinema		
Ben Burbridge's African Gorilla Hunt			8 reels	June 26
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Better 'Ole, The	Syd Chaplin	Warner Bros.		
Better Way, The		Columbia Pictures		
Beware of Widows	Laura La Plante	Lumas		
Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Bigger They Are, The	George O'Hara	F. B. O.		
Big Gun, The	George Lewis	Universal		
Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Bill of Sale, The		Arthur J. Lamb		
Bill Smith, M.D.		Universal		
Birds of Prey		Columbia Pictures		
Bitter Apples	Monte Blue	Warner Bros.		
Black Diamond Express, The	Monte Blue	Warner Bros.		
Black Ivory		Warner Bros.		
Black Rider, The	Richard Talmadge	Universal		
Black Tears		Gorman Pictures		
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.		
Blue Eagle, The		Fox		
Border Patrol, The	Harry Carey	Pathe		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Branded	Bob Custer	F. B. O.		
Breed of the Sea		F. B. O.		
Broadway Drifter, A		Gorman Pictures		
Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros.		
Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Burning Bridges	Harry Carey	Pathe		
Butter and Egg Man, The		First National		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Camille	Pola Negri	Paramount		
Cancelled Debt, The	Special Cast	Sterling Pict.		
Canyon of Light	Tom Mix	Fox		
Captain Sazarac	Ricardo Cortez	Paramount		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Casey at the Bat	W. Beery-R. Hatton	Paramount		
Cat and the Canary, The		Universal		
Certain Young Man, A	Ramon Novarro	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Danger	Dick Talmadge	Universal		
Cheerful Fraud, The	Reginald Denny	Universal		
Cheyenne Days	Hoot Gibson	Universal		
Chic Chick, The	Alberta Vaughan	F. B. O.		
Christine of the Big Tops	Garon-Landis	Sterling Pict.		
Cigarette Maker's Romance The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
City, The	J. Gaynor-W. McGrail	Fox		
City of Shadows, The		F. B. O.		
Cleaner Flame, The	Louise Carter	Arrow		
Climbers, The	Irene Rich	Warner Bros.		
Closed Gates	Special Cast	Sterling Pict.		
Clown, The		Columbia Pictures		
College Days		Tiffany		
College Widows	Dolores Costello	Warner Bros.		
Come On Charley	Devore-Horton	Assoc. Exhib.		
Coney Island	Special Cast	M-G-M		
Confession	Pola Negri	Paramount		
Confessions of a Bachelor		Assoc. Exhib.		
Confessions of a Flapper		Assoc. Exhib.		
Confessions of a Divorcee		Assoc. Exhib.		
Confessions of a Widow		Assoc. Exhib.		
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Cossacks, The	John Gilbert	M-G-M		
Country Beyond, The	Olive Borden	Fox		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.		
Cow Punching for Cupid	Tom Tyler	F. B. O.		
Cradle Snatchers		Fox		
Crashing Hoofs	Bob Custer	F. B. O.		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Crooks Tours	George O'Hara	F. B. O.		
Cruise of Jasper B, The	Rod La Roque	Prod. Dist. Corp.		
Cruel Truth, The		Sterling Pict.		
Crystal Cup, The	Dorothy Mackaill	First National		
Cyclone of the Range	Tom Tyler	F. B. O.		
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.		
Cyrano de Bergerac	Special Cast	Atlas Dist.	9500	July 18, '25
Dame Chance	Special Cast	American Cinema		
Danger Line, The	Special Cast	Astor Dist.		
Dangerous Friends	Special Cast	Sterling Pict.		
Dangerous Virtue	Jane Novak	Lee-Bradford		
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Darling of the Gods, The		United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-W. Louis	Warner Bros.		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Desert Legion, The	Fred Thomson	F. B. O.		
Desert's Toil, The	Frances McDonald	M-G-M		
Desert Valley	Buck Jones	Fox		
Desert Whirlwind, The	Bob Custer	F. B. O.		
Detour		Prod. Dist. Corp.		
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.		
Devil's Master, The	G.O'Brien-J. Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Don Juan	John Barrymore	Warner Bros.	10 reels	Aug. 21	Isle of Life, The	Stone-Kenyon	First National		
Don't Lie to Your Wife	Haver-McDonald	Arrow			Is Zat So?	Special Cast	Fox		
Don't Tell the Wife	Irene Rich	Warner Bros.			It	Clara Bow	Paramount		
Double Daring	Wally Wales	Artclass	5 reels		It Could Have Happened	Colleen Moore	First National		
Double Handed Bandit					Jack O' Hearts	Landis-G. Hulette	American Cinema		
The	Bob Custer	F. B. O.			Jail Birds, Inc.		First National		
Down Grade, The	Wm. Fairbanks	Lumas			Jason	Special Cast	M-G-M		
Down the Stretch	Agnew-Nixon	Universal			Jazz Singer, The	George Jessel	Warner Bros.		
Driven From Home		Chadwick			Jerry Settles Down	Tom Tyler	F. B. O.		
Drivin' Mad		American Cinema			Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.		
Duke of Black Butte, The	Fred Humes	Universal			Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.		
Eager Lips		Chadwick			Jocelyn's Wife	Pauline Frederick	Tiffany		
Easy Going	Buddy Roosevelt	Artclass	5 reels		Justice of the Far North		Columbia	5500 feet	
Eden's Fruit		Famous Attractions			Just Off Broadway	Corinne Griffith			
Everybody's Acting	Betty Bronson	Paramount			Keep Going	Earl Douglas	Sierra Pictures		
Exclusive Rights		Famous Attractions			Kidnapped in New York		American Cinema		
Exit Smiling	Beatrice Lillie	M-G-M			King of Kings, The	Special Cast	Prod. Dist. Corp.		
Eyes of the Totem	Special Cast	Assoc. Exhib.			King of the Air	Al Wilson	Assoc. Exhib.		
Eyes of Youth	Gloria Swanson	United Artists			Ladies Must Love	Rod La Rocque	Prod. Dist. Corp.		
False Hopes		Gorman Pictures			Ladies of Ease		Chadwick		
Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib.			Lady Be Good		First National		
Fast and Furious	Reginald Denny	Universal			Lady of Leisure	Special Cast	M-G-M		
Fast Life in New York	Special Cast	M-G-M			Lady with the Lamp, The		Florence Nightingale		
Fifth Horseman, The		Lee-Bradford					Prod.		
Fighting Cub, The		Truart	5800 feet		Larceny, Ltd.	Evelyn Brent	F. B. O.		
Fighting Foundling, The	Jack Hoxie	Universal			Last Chance, The	Bill Patton	Chesterfield		
Fighting Love	Jetta Goudal	Prod. Dist. Corp.			Laurels	Mae Murray	M-G-M		
Fighting Ranger, The	Bob Custer	F. B. O.			Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet	
Pinnegan's Ball		Assoc. Exhib.			Les Miserables		Universal		
Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M			Let's Go	Fred Humes	Universal		
Flame of the Border, The	Ken Maynard	First National			Life of an Actress		Chadwick		
Flaming Fury	Buddy Roosevelt	Assoc. Exhib.			Life of a Woman		Tiffany	6500 feet	
Flashing Fangs	Ranger (Dog)	F. B. O.			Lightning Chaser, The	George O'Hara	F. B. O.		
Flash in the Night, A	Dick Talmadge	American Cinema			Lightnin' Lariat	Tom Tyler	F. B. O.		
Flash Kid, The		Universal			Lighting Express, The		Columbia Pictures		
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M			Lighthouse Lou	Evelyn Brent	F. B. O.		
Flying Fool, The	Al Wilson	Assoc. Exhib.			Little Adventure, The	Vera Reynolds	Prod. Dist. Corp.		
Follow the Signs		Universal			Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12
For Alimony Only	Leatrice Joy	Prod. Dist. Corp.			London	Dorothy Gish	Paramount		
Forbidden Trails	Bill Cody	Assoc. Exhib.			Look Who's Here	Dick Talmadge	Universal		
Forest of Destiny, The		Gotham Prod.			Lord Hokum	E. E. Horton	Assoc. Exhib.		
For Ladies Only		Columbia Pictures			Lost House, The		Columbia Pictures		
For Wives Only	Marie Prevost	Prod. Dist. Corp.			Love in a Cottage	Betty Compson	M. P. Guild		
Four Feathers	Richard Barthelmess	First National			Love Me and the World Is		Universal		
Four Flushers, The	Reginald Denny	Universal			Mine	Philbin-Kerry	Universal		
Four Stragglers, Th	Special Cast	M-G-M			Love Thrill, The	Special Cast	Universal		
Fourth Commandment, The	Belle Bennett	Universal			Loyalties	Special Cast	Fox		
Free Souls	Norma Shearer	M-G-M			Lure of the West	Eileen Sedgwick	Chesterfield		
Fresh Air	Ray-Olmstead	M-G-M			Lure of the Yukon, The		Assoc. Exhib.		
Friends	Special Cast	Vitagraph			Lying Truth, The	Milton Sills	First National		
Frozen Justice	Victor McLagen	Fox			Madame Pompadour	Dorothy Gish	British National Pictures, Inc.		
Fullback, The		Fox			Mad Girl of Moscow, The	Evelyn Brent	F. B. O.		
Funny Face	Alberta Vaughn	F. B. O.			Madam Garden, The		F. B. O.		
Gaby	V. Valli-G. O'Brien	Fox			Man and the Woman	Special Cast	M-G-M		
Gambling Chaplain, The	Special Cast	M-G-M			Man Bait	Marie Prevost	Prod. Dist. Corp.		
Galloping Thunder	Tom Tyler	F. B. O.			Man in the Shadow, The	Special Cast	American Cinema		
Garden of Allah, The	N. Talmadge-R. Col-				Man of Quality, A	George Walsh	Excellent Pictures		
	man	United Artists			Manon Lescaut	John Barrymore	Warner Bros.		
Garden of Eden, The	Special Cast	M-G-M			Man Who Forgot God		Paramount		
Gay Old Bird, The	Fazenda-Louis	Warner Bros.			Man With a Thousand				
General, The	Buster Keaton	United Artists			Faces	Special Cast	M-G-M		
George Washington Cohen	George Jessel				Married Alive	Livingston-M. Moore	Fox		
Get Off the Earth	Raymond Griffith	Paramount			Mary of Vassar	Marion Davies	M-G-M		
Get Set—Go	George O'Hara	F. B. O.			Masquerade Bandit, The	Tom Tyler	F. B. O.		
Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.			Matinee Ladies	Special Cast	Warner Bros.		
Gigolo	Rod La Rocque	Prod. Dist. Corp.			McFadden's Row of Flats	Murray-Sidney	First National		
Gilt-Edged	Richard Talmadge	F. B. O.			Memories	Ramon Novarro	M-G-M		
Girl in the Rain, The	David Butler	Carlome Pict.			Men of the Night	Rawlinson-Hughes-			
Girl Who Dared, The	Evelyn Brent	F. B. O.				Hawley	Sterling Pict.	5700 feet	July 24
Girl Who Smiles, The		Columbia Pictures			Merry Wives of New York		Chadwick		
Glorious Gamble, The	Evelyn Brent	F. B. O.			Message to Garcia, A	Special Cast	M-G-M		
God Gave Me Twenty	Special Cast	Paramount			Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Cents					Midnight Sun, The	Special Cast	Universal	10 reels	May 12
God's Great Wilderness		American Cinema			Mike Donovan of Ireland		First National		
Going! Going! Gone!	George O'Hara	F. B. O.			Millionaires	L. Fazenda-W. Louis	Warner Bros.		
Gold	C. Geraghty				Million Bid, A	Dolores Costello	Warner Bros.		
Goose Man, The	Special Cast	M-G-M			Million Dollar Doll		Assoc. Exhib.		
Grand Army Man, The		Fox			Missing Link, The	Syd Chaplin	Warner Bros.		
Great Galeoto, The	Novarro-Terry	M-G-M			Miss 318	Special Cast	M-G-M		
Greatest Show on Earth	Wallace Beery	Paramount			Miss Manhattan	Betty Compson	M. P. Guild		
Gulliver's Travels		Universal			Monkey Talks, The	Bellamy-Lowe-J.			
Gun Gospel	Ken Maynard	First National				Trevor	Fox		
Hairpin Duchess, The	Special Cast	M-G-M			Morals of Today		Gorman Pictures		
Hair-Trigger Barton	Bob Custer	F. B. O.			Mother		F. B. O.		
Harem Girl, The	Special Cast	Astor Dist.			Mount Eagle, The	Nita Naldi	Lee-Bradford		
Harp In Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp.			Mountains of Manhattan		Lumas		
Hat of Destiny, The		First National			Music Master, The		Fox		
Haunted Lady, The		Assoc. Exhib.			My Official Wife	I. Rich-Tearle	Warner Bros.		
Haven, The	Special Cast	M-G-M			Mysterious Island	Special Cast	M-G-M		
Head of the House of Coombe,					Mysterious Rider, The		Paramount		
The		First National			Mystery Lady, The	Special Cast	M-G-M		
Heart Collector, The	Alberta Vaughn	F. B. O.			My Wife's Friend		First National		
Heart of a Cowboy, The	Bob Custer	F. B. O.			My Wife's Honor	Dolores Del Rio	Fox		
Heart of Maryland, The	Dolores Costello	Warner Bros.			Naughty But Nice	Colleen Moore	First National		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.			Naughty Marietta	Marion Davies	M-G-M		
Held By the Law	Special Cast	Universal			Nervous Wreck, The	Special Cast	Prod. Dist. Corp.		
Hello Bill		F. B. O.			New York	Lya de Putti	Paramount		
Hell's Kitchen		First National			Next Generation, The	Special Cast	M-G-M		
Here Y'are, Brother		First National			Next Year's Model	Alberta Vaughn	F. B. O.		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet		Night Bride, The	Marie Prevost	Prod. Dist. Corp.		
Her Teacher Said No	Gertrude Short	F. B. O.			Night School, The		M-G-M		
Hero on Horseback, A	Hoot Gibson	Universal			Night Siren, The	Evelyn Brent	F. B. O.		
High Society	Tom Mix	Fox			Night Watch, The	Special Cast	Truart	5000 feet	
High Stakes	Evelyn Brent	F. B. O.			Noah's Ark		Warner Bros.		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros.			Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.		
His Dog	Rod La Rocque	Prod. Dist. Corp.			No Control	P. Haver-H. Ford	Prod. Dist. Corp.		
His Woman	Special Cast	Whitman Bennett	7 reels		Nocturne	Special Cast	M-G-M		
Holy Terror, A		Fox			North of Nome	Special Cast	Arrow	5491 feet	
Home, Sweet Home	Special Cast	Gorman Pictures			No Speed Limit	Al Wilson	Assoc. Exhib.		
Honesty the Best Policy	Johnny Walker	Fox			Not Herbert	Ben Lyon	First National		
Horses and Women		Famous Attractions			Oh! What a Night		Sterling Pict.		
Hounds of Spring		First National			Old Heidelberg	Ramon Novarro	M-G-M		
Human Mill, The	Blanche Sweet	M-G-M			Old Ironsides	Special Cast	Paramount		
Human Nature		Gorman Pictures			One Hour of Love	Jacqueline Logan	Tiffany		
Human Playthings	Betty Compson	M. P. Guild			One Increasing Purpose	Lowe-Rubens	Fox		
Hurricane, The	Special Cast	Truart			Open Book	Special Cast	M-G-M		
Hurry Up Man, The	Dick Talmadge	Universal			Ou, Lal Lal	Alberta Vaughn	F. B. O.		
Husband Hunters		Tiffany			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.		
I Can Do It	Special Cast	M-G-M			Out of the Ruins		First National		
I'll Tell the World	Olmstead-Arthur	M-G-M			Out of the West	Tom Tyler	F. B. O.		
Impostor, The	Evelyn Brent	F. B. O.			Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
In His Arms	Special Cast	M-G-M			Pass in Paradise		Prod. Dist. Corp.		
In the First Degree		Sterling Pict.			Paying the Price		Columbia Pictures		
Irish Eyes	George O'Hara	F. B. O.			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Irish Hearts	Dolores Costello	Warner Bros.			Personality	Gloria Swanson	United Artists		
Isle of Forbidden Kisses,					Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
The	Jack Trevor	Universal			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		



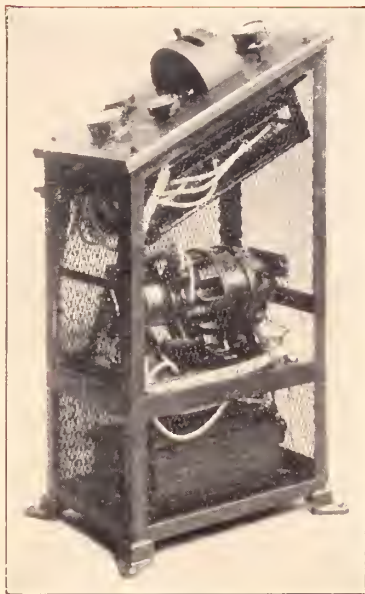
Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Pleasure Before Business		Columbia Pictures			Studies in Wives		Famous Attractions		
Pleasure Garden, The	V. Valli-C. Geraghty	Lee-Bradford			Such a Little Pip	Alberta Vaughn	F. B. O.		
Pleasure Highway	Evelyn Brent	F. B. O.			Summer Bachelors	M. Moore-Bellamy	Fox		
Plumes	Special Cast	M-G-M			Sunshine of Paradise Alley		Chadwick		
Polly of the Circus	Norma Shearer	M-G-M			Surf Man, The		M-G-M		
Polly Preferred	Marion Davies	M-G-M			Tale of a Vanishing People		Tiffany	6500 feet	
Polly With a Past	Norma Shearer	M-G-M			Tangled Herds	Buddy Roosevelt	Artclass	5 reels	
Poor Fish, The		Sterling Pict.			Tardy Tolliver	Hale-King	Assoc. Exhib.		
Poor Girls		Columbia Pictures			Tarzan and the Golden Lion		F. B. O.		
Poor Nut, The		First National			Tavern Knight, The	John Barrymore	Warner Bros.		
Popular Sin, The	Vidor-Nissen	Paramount			Tell It to the Marines	Chaney-Haines	M-G-M		
Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet		Tempest, The		Tiffany		
Price of Honor, The		Columbia Pictures			Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Princess Pro Tem	Evelyn Brent	F. B. O.			That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Prisoners		First National			Their Second Honeymoon	Special Cast	M-G-M		
Prowlers of the Night	Fred Humes	Universal			Then Came the Woman	Frank Mayo	American Cinema	6805 feet	July 17
Puppets	Mae Murray	M-G-M			Third Degree, The	Dolores Costello	Warner Bros.		
Purple and Fine Linen	L. Stone-A. Nilsson	First National			Thirty Below Zero	Buck Jones	Fox		
Quality Street		M-G-M			Three Twins, The		M-G-M		
Racing Blood	R. Agnew-A. Cornwall	Lumas Film			Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.		
Raging Seas		Tiffany			Thrill Chaser, The	Alberta Vaughn	F. B. O.		
Rat, The	M. Marsh-I. Novello	Lee-Bradford			Thumbs Down	Special Cast	Sterling Pict.		
Raw Country, The	Bowers-Cornwall	Assoc. Exhib.			Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Red Hot Hoofs	Tom Tyler	F. B. O.			Tip Toes	D. Gish-W. Rogers	Paramount		
Red Signals	Tom Tyler	Sterling Pict.			Toilers of the Sea	Special Cast	M-G-M		
Red, White and Blue		M-G-M			Tongo	Special Cast	M-G-M		
Rejuvenation of Aunt Mary					Tongues of Scandal		Sterling Pict.		
Remember	Special Cast	Prod. Dist. Corp.			Top of the World, The		Tiffany		
Resurrection	Special Cast	Columbia Pictures			Tornado Jones	Wally Wales	Assoc. Exhib.		
Return of a Soldier	Special Cast	United Artists			Tornado Terry	George O'Hara	F. B. O.		
Riddle Ranch, The	Buddy Roosevelt	M-G-M			Tracked by the Police	Rin-Tin-Tin	Warner Bros.		
Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.			Trailing Shadows	Edmond Lowe	Fox Film		
Rider of the Plains	Tim McCoy	M-G-M			Trail of '98	K. Dane-P. Starke	M-G-M		
Riders of the Wind		First National			Trapped	Elinor Fair	Sierra Pictures	5000 feet	
Riding Honor	Art Accord	Universal			Trip to Tilsit, A.	G. O'Brien-Livingston	Fox		
Riding Rivals	Wally Wales	Artclass	5 reels		True Blood	Fred Humes	Universal		
Ridin' 'Em Ragged	Tom Tyler	F. B. O.			Turkish Delight		Prod. Dist. Corp.		
Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.			Twelve Miles Out	John Gilbert	M-G-M		
Rise and Fall of Jesse James		F. B. O.			Two-Gun McC. y	Bob Custer	F. B. O.		
Roaring Crowd, The		J. S. Woody			Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.		
Rogue's Riches	Special Cast	F. B. O.			Uncle Tom's Cabin	Special Cast	Universal		
Romance	Ramon Novarro	Astor Dist.			Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Romance a la Carte	Richard Dix	M-G-M			Up and at 'Em	Dick Talmadge	Universal		
Romantic Age, The		Paramount			Upstream	Dolores Del Rio	Fox		
Ropin' Venus, The	Josie Sedgwick	Columbia Pictures			Vagabond Lover, The	John Barrymore	United Artists		
Rose-Marie		Universal			Vagabond Prince, The	Colman-Banky	United Artists		
Rose of the Bowery		M-G-M			Valencia	Mae Murray	M-G-M		
Rose of the Tenements	Shirley Mason	American Cinema			Valley of Hell, The	Francis McDonald	M-G-M		
Royal Romance	G. O'Brien-McDonald	F. B. O.			Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Rubber Tires	ald	Fox			Vanity	Leatrice Joy	Prod. Dist. Corp.		
Rust	Special Cast	Warner Bros.			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Salvage	E. Williams-McAlister	Prod. Dist. Corp.			Virgin Flame, The		M-G-M		
Savage in Silks, A	Laura La Plante	M-G-M			Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
Scarlet Letter, The	Lillian Gish	Universal	9000 feet	Aug. 21	Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
See If I Care	Alberta Vaughn	F. B. O.			Wandering Girls		Columbia Pictures		
Self Defense	Aileen Percy	Special Cast			Wanted—A Coward	Special Cast	Sterling Pict.		
Sensation Seekers, The	B. Dove-H. Gordon	Arrow Film Corp.			War of the Worlds		Paramount		
Separate Rooms		Universal			Way of an Eagle, The	Special Cast	M-G-M		
September Love	Special Cast	Fox			Way Things Happen	Madge Bellamy	Fox		
Seventh Heaven	Special Cast	First National			Wedding March, The	von Stroheim	Paramount		
Seward's Folly	Special Cast	Wedge			Wedlock	Lowe-Perry-Livingston	Fox		
Shadow Lane		West of Broadway			What Every Girl Should Know	Priscilla Dean	Prod. Dist. Corp.		
Shadow of the Mosque	Stewart Rome	What Every Girl Should Know			What Happened to Father	Patsy Ruth Miller	Warner Bros.		
Shamrock and the Rose		What Price Glory?			What Price Glory?	Sydney Gordon	Warner Bros.		
Sheik of Hollywood, The	Ben Lyon	Special Cast			What Will People Say?	Special Cast	Fox		
Shenandoah		What Will People Say?			Wheel of Life, The	M-G-M			
She's My Baby		Wheel of Life, The			When Danger Calls	Florence Vidor	Paramount		
Shock Absorber, The		When Danger Calls			When We Were Twenty-One	Wm. Fairbanks	Lumas		
Shopworn		When We Were Twenty-One			While London Sleeps	Special Cast	M-G-M		
Show Business	Mae Murray	While London Sleeps			White Chief, The	Rin-Tin-Tin	Warner Bros.		
Show World, The	B. Dove-F. Bushman	White Chief, The			White Eagle, The	Monte Blue	Warner Bros.		
Sidewalks of New York, The		White Eagle, The			White Flannels	Buck Jones	Fox		
Silent Avenger, The		White Flannels			White Gold	Special Cast	Warner Bros.		
Silent Panther, The	Francis McDonald	White Gold			White Heat	Jetta Goudal	Prod. Dist. Corp.		
Silent Rider, The	Hoot Gibson	White Heat			Whose Baby	Special Cast	M-G-M		
Silk	Goudal-Schildkraut	Whose Baby			Wife, The	Alberta Vaughn	F. B. O.		
Silken Lady, The	Hulette-Hamilton	Wife, The			Wildcat Kid, The	Special Cast	M-G-M		
Silk Hat Cowboy, The	Tom Mix	Wildcat Kid, The			Wild Geese	Buffalo Bill, Jr.	Assoc. Exhib.		
Silver Lanterns	Special Cast	Wild Geese			Wind, The		Tiffany		
Simple Sis	Louise Fazenda	Wind, The			Wings	Lillian Gish	M-G-M		
Sinews of Steel		Wings			Wings of the Storm	C. Bow-C. Farrell	Paramount	12 reels	
Sinners of Paradise		Wings of the Storm			Winner, The	R. Howes-V. Faire	Fox		
Sky High	Al Wilson	Winner, The			Winning Oar, The	Charles Ray	Chadwick		
Sky Peril, The	Al Wilson	Winning Oar, The			Without Orders	George Walsh	Artclass	5 reels	
Sky's the Limit, The	Richard Talmadge	Without Orders			Wives at Auction	Special Cast	Astor Dist.		
Slide, Kelly, Slide	William Haines	Wives at Auction			Wolves of the Air		Ginsberg-Kann		
Smith of Cornell	George Walsh	Wolves of the Air			Womanpower	K. Perry-R. Graves	Fox		
Snowbound		Womanpower			Woman's Battalion of Death				
Song of Two Humans, A		Woman's Battalion of Death			The	Gloria Swanson	United Artists		
Sorrows of Satan	Adolphe Menjou	The			Woman's Heart, A	E. Bennett-Whitman			
Spangles	P. O'Malley-M. Nixon	Woman's Heart, A			Woman Who Did Not Care	Earle	Ginsberg-Kann		
Span of Life, The	Lon Chaney	Woman Who Did Not Care			Women and Wives		Gotham		
Speed Boy, The	Dick Talmadge	Women and Wives			Women Love Diamonds		M-G-M		
Speedy Eddy	Devore-Horton	Women Love Diamonds			World's Illusion, The		M-G-M		
Speedy Spurs	Buffalo Bill, Jr.	World's Illusion, The			Worst Woman, The		Famous Attractions		
Splitting the Breeze	Tom Tyler	Worst Woman, The			Wreck, The		Columbia Pictures		
Sport of Kings, The		Wreck, The			Wyoming Whiz, The	Tom Tyler	F. B. O.		
Squared Ring, The		Wyoming Whiz, The			Wrong Mr. Wright, The	Jean Hersholt	Universal		
Stark Love	Special Cast	Wrong Mr. Wright, The			Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Stepping Along	Johnny Hines	Yankee Clipper, The			Yoke, The	Special Cast	Warner Brothers		
Stolen Pleasures		Yoke, The			Young April	Special Cast	Prod. Dist. Corp.		
Story of Mother Machree	Belle Bennett	Young April			Your Brother and Mine		American Cinema		
Strange Bedfellows		Your Brother and Mine			You Too	Special Cast	M-G-M		
Stronger Than Steel		You Too							

# You'll Find It First in The News



# A better method of rectification

## The Liberty Syncrovertor



Made by  
Liberty Electric Corporation  
Stamford, Conn.

The Liberty Syncrovertor consists of a transformer, a motor, a commutator, a switchboard control panel, all assembled in one unit, or a booth control panel.

The transformer will carry an overload of 200 per cent for five minutes and a continuous overload of 100 per cent.

The motor is a new type of synchronous motor of patented principle and design provided with means of both starting and operating on single phase. It may be used on either single or three-phase circuits.

The commutator is non-sparking at any load. The speed of the motor is 900 R.P.M. which is approximately one-half the speed of the ordinary convertor.

The actual rectification is done at the commutator, not within the motor. The

—that means great savings on current bills

THE Liberty Syncrovertor for the first time makes possible the full application of the principles of rectification by commutation. Its advantages over the motor generator are so great that it can truly be said to represent a revolutionary step in current conversion methods.

The type 25 Liberty Syncrovertor was developed especially to meet the demand for a multiple convertor having a capacity of 25 amperes and so designed that it can handle two arcs in multiple without affecting the first arc when the second is struck.

### GENERAL DESCRIPTION

#### SOME POTENT FACTS

It operates at unity power factor. Watt input is twenty-five per cent less for equal amperage at the lamp than on any motor generator. This means a saving of at least twenty-five per cent in the power costs, plus a savings due to unity power factor.

The efficiency is practically the same on any load, i.e., under any amperage. It operates on single-phase alternating current, giving much greater adaptability, since it can be used either on a single-phase circuit or on any one phase of a two or three-phase circuit.

There are no windings to burn out causing shut-downs; a known fault of some equipment. It is compact and occupies less space than any other like equipment. The arc lamps are run in multiple; no special switches required at the lamps. Second arc is struck before switch-over, without in any way affecting the light of the first, thus giving a perfect fade-in or change-over. The transformer of the Syncrovertor, with the motor idle, acts as a Compensarc, thus providing a built-in emergency unit.

The Syncrovertor is safe, reliable, easy to operate, highly efficient and economical. It is made in five sizes from 25 to 150 amperes. See the Liberty Syncrovertor demonstrated at any Simplex distributor.

brushes are of sufficient capacity to carry any current load to which the machine would be subjected.

The entire machine is electrically and mechanically perfect in design and construction; extremely simple in operation and more efficient than any other known machine or apparatus for the conversion of electric current from A.C. to D.C.

The Type 25 Liberty Syncrovertor has a rating of twenty-five amperes and can be built for any standard alternating current line voltage.

Where the throw calls for less than twenty-five amperes, any amperage may be obtained by means of amperage control switch on the control panel, which is in five steps, from fifteen to twenty-five.

LIBERTY ELECTRIC CORPORATION  
STAMFORD  
CONNECTICUT



# Showmanship *and* Common Sense

Study the successful Exhibitor and there is one thing that will impress you—a talent for showmanship. After all, what is showmanship but common sense applied to the showman's problems?

The Feature Picture and the additional attractions on the program, are of utmost importance, but the successful Exhibitor knows that the right type of Musical Accompaniment is absolutely indispensable, therefore, his chief concern is not so much the first cost, but what the organ investment contributes to his show as a whole, and what it brings him in profits.

The Robert Morton Unit Organ is specifically designed to meet the demands of the modern motion picture theatre. It is the most powerful single factor any Exhibitor can employ to provide a Complete Picture Presentation Program.

*Write today for our new*  
**R.M.O.C. PURCHASE PLAN**  
*designed to give the exhibitor the advantage of*  
*Convenient Terms of Purchase without*  
*the usual High Financing Costs...*

**GENUINE DEAGAN  
PERCUSSIONS  
USED**

# The Robert Morton UNIT ORGAN

## World's Finest Theatre Organ

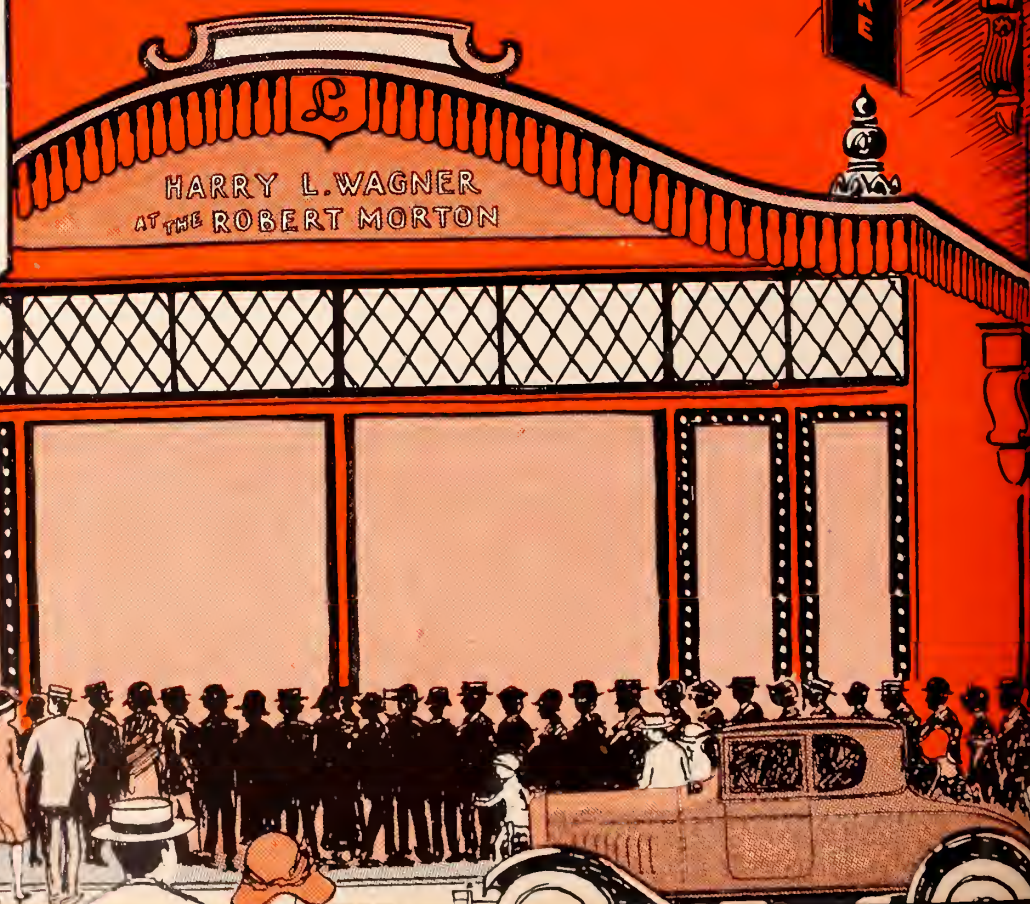
**Robert Morton Organ Co.**  
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1914 So. Vermont





October 2, 1926

# Motion Picture News

Reg. U. S. Patent Office

*Metro-Goldwyn*

*announces the  
triumphant return of*

*The* **FOUR  
HORSEMEN**

**TELL YOUR PUBLIC THIS GREAT NEWS!**



Entered as second-class matter April 22, 1926, at the Post Office at New York, N. Y.,  
under act of March 3, 1879.

Published Weekly—\$2.00 a year

Vol. XXXIV No. 14

PRICE, 20 CENTS

Los Angeles

— New York —

Chicago



*From the distant howl of the wolves to the rioting roar of the rodeo*



## Variety

Aside from combining the world's finest pipe organ with all the different voices of the Symphony Orchestra, the variety of effects on the Wurlitzer Organ is unlimited. The organist, without interruption, can imitate perfectly any conceivable effect portrayed on the screen—the canon's boom, cat call, locomotive, bird, bell, chimes, cuckoo, lion roar, and many other perfect reproductions. Install a Wurlitzer and get the crowds.

*"Heard in the Box Office"*



# WURLITZER

## ORGAN

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134 Golden Gate Ave.

LOS ANGELES  
814 S. Broadway

*And all Principal Cities from Coast to Coast*



And now **THOMAS  
MEIGHAN** crashes  
through with his greatest in  
years: **“TIN GODS.”**\*

Succeeding “Variety” [\$331,218  
in 11 weeks] at the Rialto, N. Y.

No other company could  
possibly keep up with the  
dazzling pace being set by  
**PARAMOUNT'S FALL PRODUCT**

---

★ALLAN DWAN production with RENEE ADOREE,  
AILEEN PRINGLE, William Powell, Hale Hamilton  
From play by William Anthony McGuire ~ Adaptation by Paul Dickey  
and Howard Emmett Rogers ~ Screen play by James Shelley Hamilton

---



# THE BIG NOISE AT THE BOX OFFICE!

## WIRE TO S. R. KENT:

"Congratulations on new Douglas MacLean picture 'Hold That Lion.' Played last week at Metropolitan, Los Angeles, to best business in last ten weeks."

Frank Newman

Did \$28,500  
at Rivoli, N. Y.  
(2200 seats)

"Clever comedy  
with bright and  
novel situations."

—N. Y. Times

"Should make a  
laughing success in  
any sort of house."

—Moving Picture World

"One of the best  
comedies ever giv-  
en to screen."

—N. Y. Herald-Tribune

"A scream!  
Suitable for  
all classes of  
houses."

—Harrison's  
Reports

"Uproarious  
comedy.  
MacLean's  
top-notch  
achieve-  
ment."

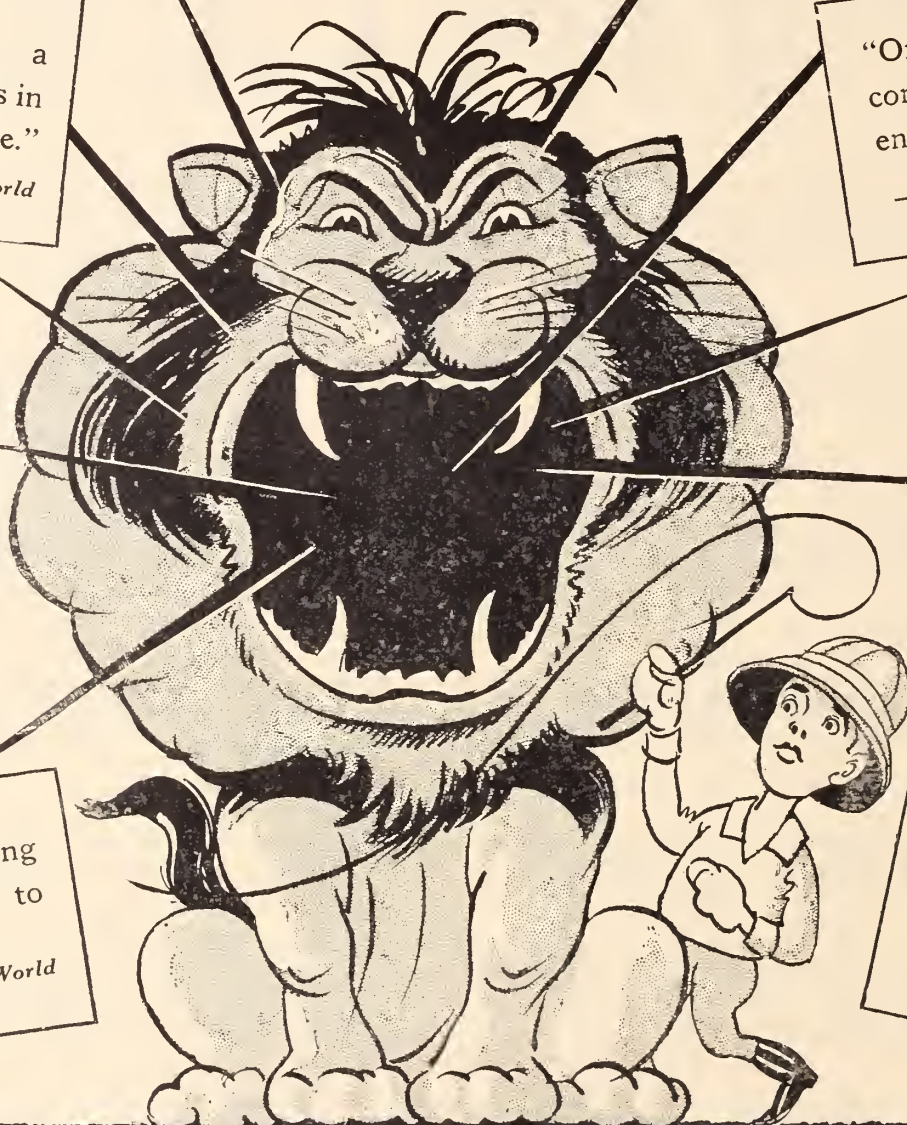
—Los Angeles  
Examiner

"It is worth going  
to the Rivoli to  
see."

—N. Y. Morn. World

"Hilarious comedy.  
Douglas has never  
been funnier."

—Los Angeles  
Daily News

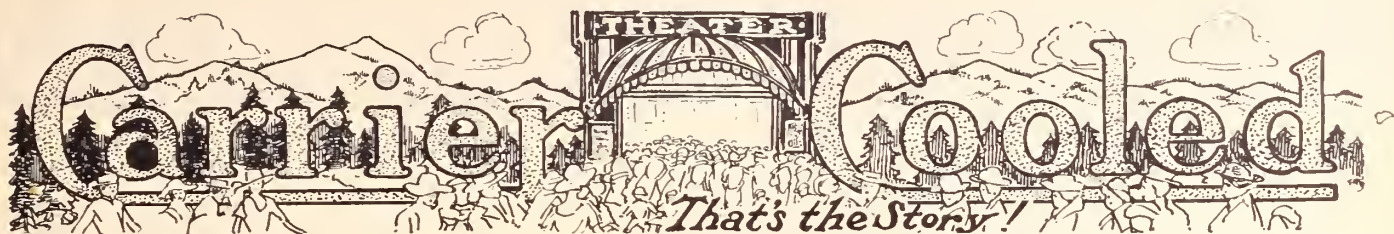


# DOUGLAS MACLEAN <sup>IN</sup>

## "HOLD THAT LION!"

DIRECTED BY  
**WILLIAM BEAUDINE** *A Paramount Picture*



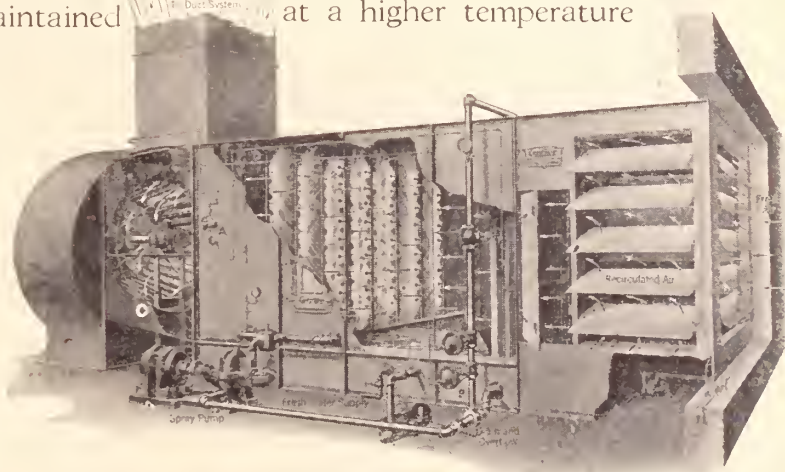


AIR

## Cooled, Washed and Dehumidified in Summer — Warmed, Washed and Humidified in Winter

A vital Conditioning shown in this illustration theatre from out of doors is washed and purified and the humidity is automatically fixed at the maximum comfort for the season and the crowd. During the summer the air is cooled by Carrier Centrifugal Refrigeration. The air is cooled and its excess moisture condensed. The water within the spray chamber is maintained so that moisture is added to the air to produce a comfortable and healthful condition of humidity. Automatically controlled heaters located in the air ducts leading to the theatre heat the air when necessary. The sluggish, direct heating system of the theatre is eliminated.

element in the Carrier System of Theatre Cooling and Air Conditioning is the spray chamber with its contingent parts as shown in this illustration. All of the air which is drawn into the system must pass through this chamber. Here the air is washed and its humidity and temperature are automatically fixed at the point required according to the weather. In hot, humid seasons, the spray water is used. In contact with this spray the air is cooled and dehumidified. During the Winter, the air is heated at a higher temperature.



The Carrier System is an assembly of equipment guaranteed to maintain uniform conditions of Temperature, Humidity and Air Purity in the theatre every day in the year. It is the development of more than twenty years of specialized Air Conditioning experience.—A recent development provides the same complete system for the fine, small theatres.—Describe your theatres.—Ask for the book, "Theatre Cooling."

## **Carrier Engineering Corporation**

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Newark, N. J.

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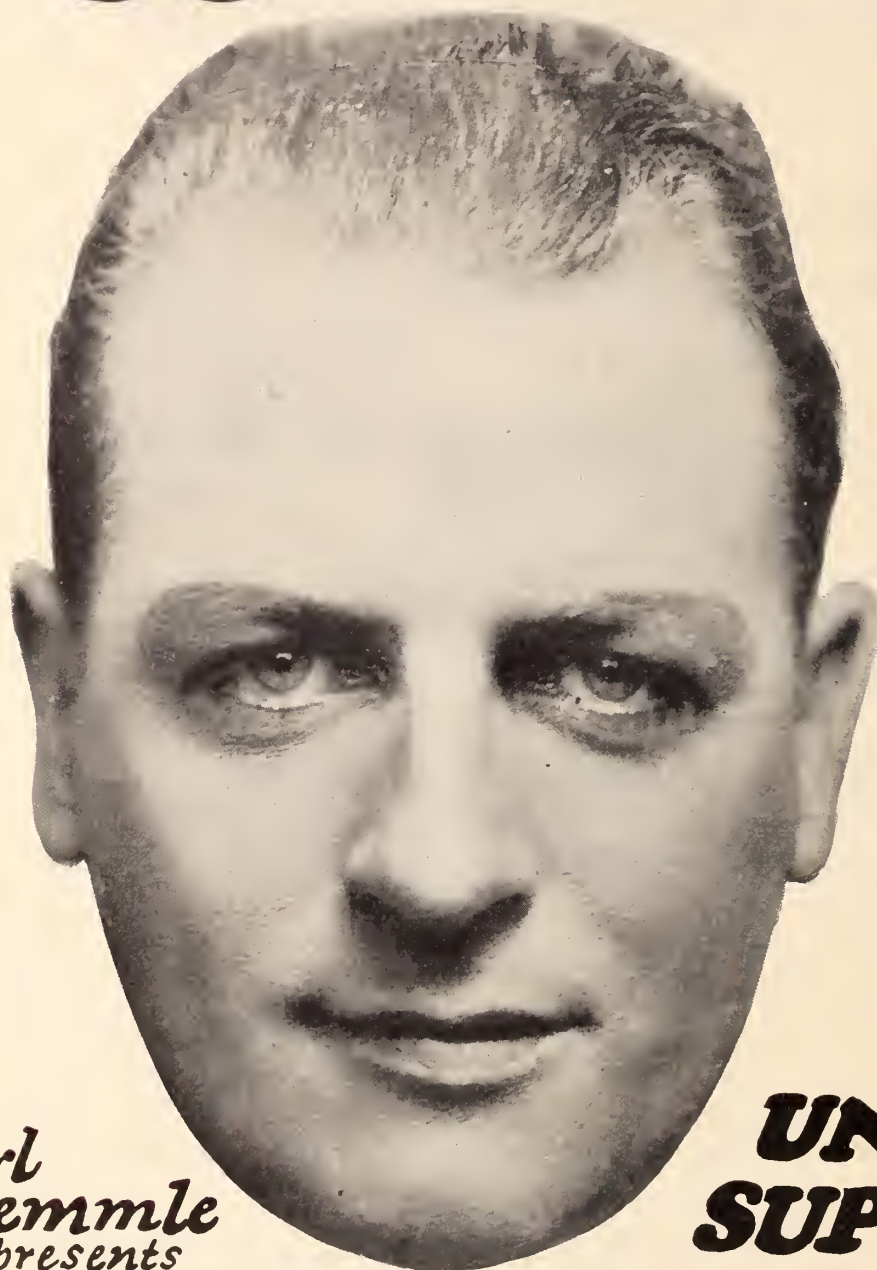
KANSAS CITY

LOS ANGELES



# Biggest Box Office

*I'll*



From the famous stage success of the same name by Will B. Johnstone and Will R. Anderson. With Blanche Mehaffey, Ben Hendricks, Jr., Lee Moran, Oscar Beregi, Tom O'Brien and others equally strong at the box office.

*Carl  
Laemmle  
presents*

**UNIVERSAL  
SUPER COMEDY**

# 'TAKE IT

**A WILLIAM SEITZ**



**e News in Years!**

*be with you* **Oct. 9<sup>th</sup>**

*in my*

***BIGGEST*** *and* **BEST**

**Reginald**

**DENNY**

**FROM ME'**

**ER PRODUCTION**



# RED! Red!

The Hammer-and-tongs! Hell-to-breakfast! Box-office Bearcat! Crashing the Industry Like the Big Wind that Hit Miami! Greater F.B.O. Deluged! Swamped! Overwhelmed! In the Greatest Avalanche of Play Dates the Trade has ever known! They can't stop him on the gridiron!

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**GREATER  
FBO**  
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ON THE SCREEN!**

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A SAM WOOD  
Production

Story by BYRON MORGAN

**Red! Red!**

Master Motion Picture Producers and Distributors  
of America, Inc. Will H. Hays, President



# ns wild!



**RIPS OFF THREE TERRIFIC  
WEEKS, COLONY THEATRE,  
NEW YORK, TO RECORD-  
BLASTING GROSSES!**

Turns critics into beaming press-agents!  
Plunges...in one tornadic drive...into  
the front rank of the industry's greatest  
money-getters!

JOSEPH P. KENNEDY  
*presents*

# RED GRANGE

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**"ONE MINUTE TO PLAY"**

By Arrangement with C. C. Pyle and W. E. Shallenberger

## **They All Want Red!**





COMING NOVEMBER 14<sup>th</sup>  
*Two 63-hour Flyers*  
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*Ten Dollars Extra Fare*

Lv. Chicago (C. & N. W.) . . . . . 8:00 p. m.  
 Ar. Los Angeles . . . . . 3rd day 9:00 a. m.

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Only 63-hour train to the Golden Gate  
 A world-famous de luxe flyer with bath, maid, manicure, barber, valet, and selected train personnel. Via the Lake Tahoe Route.

## Also NEW GOLD COAST LIMITED

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*No Extra Fare—68 hours*

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The Overland Route dining car service  
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# UNION PACIFIC

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# THE MARK OF MERIT



BERT LYTELL and BILLIE DOVE in  
**THE LONE WOLF**



**RETURNS**

BETTY COMPTON in  
**THE BELLE OF**



**BROADWAY**

MARY CARR, RALPH LEWIS  
DOROTHY REVER in  
**THE FALSE**



**ALARM**

SHIRLEY MASON in  
**SWEET ROSIE**



**O'GRADY**

GEO. K. ARTHUR &  
DOROTHY REVER in  
**WHEN**



**THE WIFE'S AWAY**

BERT LYTELL in  
**OBEY THE LAW**

24 Columbias  
With  
**MERIT**

—In Box Office Returns  
—In Pleased Patrons

"The Lone Wolf Returns" is a box office sensation. Did phenomenal business everywhere. Last week, \$32,000 at the Metropolitan, Los Angeles—biggest business in town

"The Belle of Broadway," "The False Alarm" and "Sweet Rosie O'Grady" are ready for release. Every one a box-office "natural." "Obey the Law," another super-crook drama like "The Lone Wolf," is on the way; so is "When the Wife's Away," a riot of a comedy.

Do Bigger Business With  
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## in "DON JUAN"

**A** NIGHT that Chicago will never forget! Another night of triumph that echoes the unparalleled praise accorded the world's greatest entertainment in New York and Atlantic City. Playing Balaban & Katz' big McVickers Theatre, its policy changed for the first time to play the greatest of road show attractions at advanced prices!

Continuing to break all records at the Warner Theatre, N. Y. The biggest advance sale of any show in town—not an empty seat to date, not an empty seat in sight!

Duplicating at the Globe Theatre, Atlantic City, N. J., the unprecedented success of New York showing! The greatest event that ever hit the resort with an advance sale weeks ahead!

And now watch Chicago! Watch this great show everywhere! Motion picture history is being revolutionized!

# WARNER BROS.

*Producers of 26 Warner Winners for 1926-27*



*and now  
it hits  
Chicago*

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MORE**  
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**JOHN BARRYMORE**  
IN  
"DON JUAN"

**THE VICKERS**

*with* **MARY ASTOR**

*Story by* **BESS MEREDY**  
*Directed by* **ALAN CROSLAND**



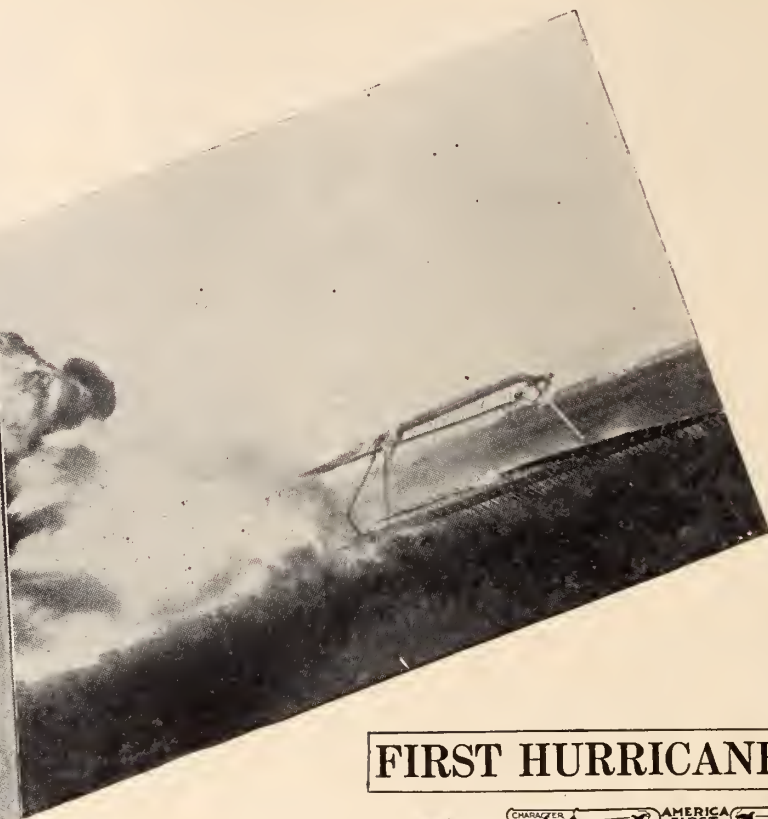
# A NEWSREEL WITH GEN

now  
showing

FIRST PICTURES  
OF THE BURNING OF  
CAPTAIN FONCK'S  
PLANE BEFORE NEW  
YORK TO PARIS FLIGHT  
AT ROOSEVELT FIELD

AN INTERNATIONAL FILM

CAPITOL  
THEATRE



FIRST HURRICANE PHOTOS!

New York American

## Air Courier Brings Vivid Tale of Terror and First Pictures

Bringing to New York the first pictures and the first eyewitness story of the Miami hurricane, Philip London, Miami business man, arrived yesterday by airplane, still shaken and unnerved, with a gripping tale of the storm's terror.

His remarkable pictures were for International Newsreel Corporation, which spirited him and his films to New York by train and airplane through the thick of the devastations. Both the manner in which London "shot" his pictures and his rapid transport to New York—to arrive with the first pictures and story of the holocaust—are big news stories in themselves.

Braving the hurricane's fury with Roy Pack, Miami cameraman, London went out in the height of the cyclone and shot film after film. All day he and his cameraman worked, and the night of the storm they were still "shooting" with flashlights, lighting up the pitch darkness.

Sleepless, hungry, worn to the last ounce of strength, London and Pack ploughed through debris and water last Sunday morning to reach Miami Beach. Then they forged on to Fort Londerdale, Dania and Hollywood, wrecked by the storm, shooting scene upon scene.

### Plane Rushed South

International Newsreel Corporation got in touch with them through the one telegraph line open. They sped to West Palm Beach by automobile, and London caught the noon train for New York. International Newsreel started the fastest airplane obtainable from Washington, D. C., with J. C. Brown, manager of its Washington bureau.

I compliment you on your pictures of the New York to Paris airplane disaster. Its great value lies in the fact that the camera continuously covers the plane from the start until the fatal crash, and shows the entire mishap in detail. This is most extraordinary, and has proven very thrilling to our audiences.

Congratulations to you!

Major Edward Bowes  
Managing Director  
CAPITOL THEATRE, N. Y.

# INTERNATION



# GUINE BOX-OFFICE VALUES!

Issue No. 77 of INTERNATIONAL NEWSREEL contained the thrilling, graphic, pictorial stories of the

## FLORIDA HURRICANE DISASTER

together with the

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**WITHIN THREE HOURS AFTER RECEIPT! AT BROADWAY HOUSES SAME NIGHT!**

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*Sign in front of the Colony Theatre, N. Y., on Sept. 22nd.*

# AL NEWSREEL



# A Wowski!

Joseph P. Kennedy  
*presents*

# Kosher



ROUSING  
WORLD  
PREMIERE  
COLONY THEATRE  
Broadway, New York!  
SAT. SEPT. 25th

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# BEGORRA !

Another Greater F. B. O. Gold Bond right smack on the Big White Alley! Red Grange! Fred Thomson! Bigger than Barnum's! Her Honor the Governor! Laddie! And now the LAUGH SENSATION OF THE YEAR! WITH THE KELLYS AND GINSBURGS IN A COMEDY BATTLE ROYAL! Adapted from the New York Stage Hit!

# itty kelly

From the  
Stage Play  
by  
Leon De Costa

Directed by  
James Horne

Are You Watching  
The Progress of Greater F. B. O?



# FOX

## PICTURES

capture the Nation's Capital!  
*and now—*

## WASHINGTON, D.C.

is all set to play the  
profit  
line-up



# *The* **STANLEY— CRANDALL COMPANY—**

*has bought*

**Washington, D.C.**

**34 SUPER SPECIALS**

*including*

**7<sup>th</sup> HEAVEN**

**THE MUSIC  
MASTER**

**3 BAD MEN**

**ONE  
INCREASING  
PURPOSE**

**for their great first run houses—**

**METROPOLITAN**

*and* **EARLE THEATRES**

*also 100%*

*for balance of Washington and  
surrounding territory*

*an established fact*

**Big Theatres**

*must have*

**FOX  
PRODUCT**



# FOX pictures for new box office



WILLIAM FOX Presents

## FIG LEAVES

*Modern Eve Revolts Against Love Without Luxury*  
 GEORGE O'BRIEN - OLIVE BORDEN  
 PHYLLIS HAVER-ANDRE DE BERANGER-CHARLES CONKLIN-EULALIE JENSEN  
 Story by Howard Hitchcock - Screenplay by Hope Loring and Louis L'Heureux  
 HOWARD HAWKS PRODUCTION

YOUR box-office is yelling for these!

Here are seven current FOX pictures that spell success for any showman that plays 'em. Also the first of the FOX GIANTS.



WILLIAM FOX Presents

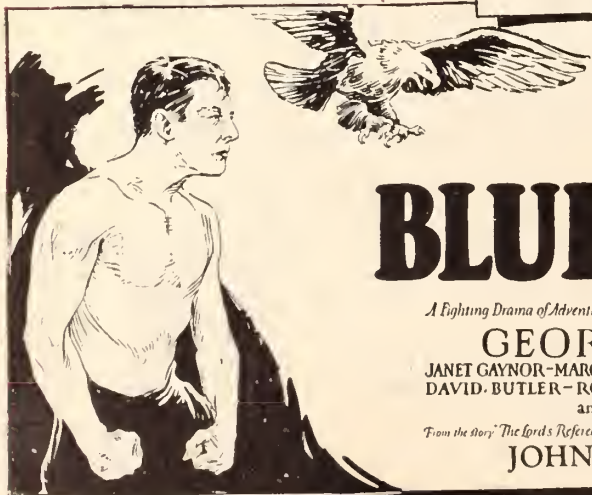
## The FAMILY UPSTAIRS

*What Happens Behind the Closed Doors of Half the Homes in America*  
 with VIRGINIA VALLI-ALLAN SIMPSON-J. FARRELL MCDONALD  
 Based on the play by HARRY DELF - Scenario by L. G. RIGBY  
 J. G. BLYSTONE Production

WILLIAM FOX presents

## "MARRIAGE LICENSE?"

*A Woman's Love Story*  
 with ALMA RUBENS  
 WALTER PIDGEON - WALTER M'GRAIL - RICHARD WALLING  
 EMILY FITZROY - CHARLES LANE - LANGHORNE BURTON  
 Based on 'The Pelican' Stage play by F. Tennyson Jesse and H. M. Harwood.  
 Scenario by BRADLEY KING  
 FRANK BORZAGE Production



WILLIAM FOX presents


## The BLUE EAGLE

*A Fighting Drama of Adventure, Courage, Loyalty, and Strength on the High Seas*  
 GEORGE O'BRIEN  
 JANET GAYNOR-MARGARET LIVINGSTON-WILLIAM RUSSELL  
 DAVID BUTLER-ROBERT EDESON-RALPH SIPPERLY  
 and "JERRY the Giant"  
 From the story 'The Lord's Referee' by GERALD BEAUMONT - Scenario by L. G. RIGBY  
 JOHN FORD Production

A fact that has been established by the  
**BOX OFFICE**  
 this year



# 1926-27 are establishing records everywhere



WILLIAM FOX  
*presents*

## WOMANPOWER

Revealing the secret of Woman's Age-Old Influence Over Man  
with  
RALPH GRAVES-KATHRYN PERRY-MARGARET LIVINGSTON  
LOU TELLEGEN-WILLIAM WALLING-RALPH SIPPERLY-  
*Based on HAROLD MACGRATH'S story "YOU CAN'T ALWAYS TELL"*  
HARRY BEAUMONT Production

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WILLIAM FOX *Presents*

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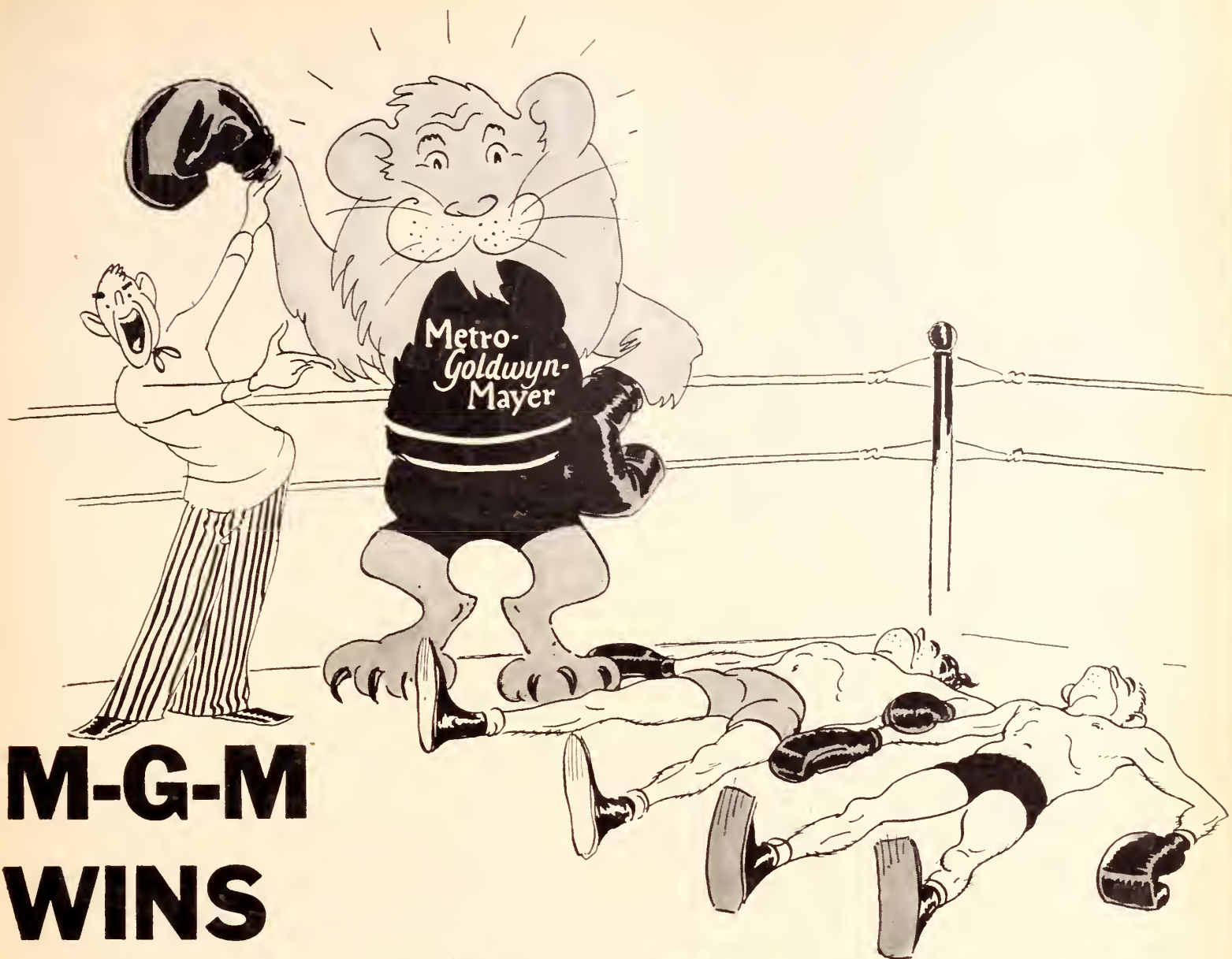
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John McCormick  
*presents*

Colleen  
Moore

*in*

IT MUST BE LOVE

*with* JEAN HERSHOLT

Malcolm McGregor and Arthur Stone

Adapted by Julian Josephson from The Saturday Evening  
Post story "Delicatessen" By BROOKE HANLON

An Alfred E. Green Production



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No Idle Boasts—  
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NATIONAL for  
Hit after Hit—  
Week after week—  
52 weeks in  
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Joseph M. Schenck  
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**CONSTANCE  
TALMADGE**

In  
**THE DUCHESS  
OF BUFFALO**

With  
**Tullio Carminati**

Screen Story by HANS KRALY

Based on the Hungarian Play, "Gybil"  
Written by  
Max Brody and Franz Martos

A Sidney Franklin  
Production



CAPITOL THEATRE  
NEW YORK

MAJOR EDWARD BOWES  
Managing Director

September 1st, 1926.

Mr. Joseph M. Schenck,  
729 Seventh Avenue,  
New York City.

My dear Joe:-

You ask my frank and honest  
opinion of Constance Talmadge in "THE  
DUCHESS OF BUFFALO", both its merits as  
a picture, and its box office appeal.

It is easy for me to re-  
spond:

First: because its genuine merit  
was attested by the fact that  
the audiences throughout the en-  
gagement were in a constant gale  
of laughter;

Second: In spite of the very hot  
weather, the week's receipts came  
very close to the house record,  
thereby justifying a second week's  
showing.

And on the second week the receipts  
were nearly as great as the first,  
which is almost without precedent!

I am very happy to be able  
to write so glowingly, but certainly a  
picture which can bring these results,  
deserves the gratitude of the exhibitor.

Sincerely yours,

*Edward Bowes*

EB/pw.

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**A First National Picture**



# Motion Picture News

Volume XXXIV

NEW YORK CITY, OCTOBER 2, 1926

No. 14

## *Pictures and Vaudeville*

THE apparent new vogue of pictures and vaudeville, or as the vaudeville people might call it, vaudeville with pictures, is bringing a wrinkled brow to many a sales executive and also to a lot of picture house managers.

In view of this it might prove interesting to know just how far vaudeville has entered the picture house and to attempt analysis of how much of an invasion it might make.

To do this we need some figures. According to MOTION PICTURE NEWS records recently compiled from a survey of all theatres, houses in towns of less than 2,500 population do not and can not play vaudeville.

In the group of theatres located in towns of this population up to fifty thousand, we present the following table, arranged from the material obtained from the survey mentioned above.

We let these figures speak for themselves:

1,409 towns ranging in population from 2,500 to 5,000 containing 1,512 theatres 87% or 1,180 theatres do not play vaudeville; 4 1-6% or 60 play vaudeville regularly; 2% or 20 play vaudeville part time; 8% or 120 play vaudeville occasionally.

698 towns ranging in population from 5,000 to 10,000 containing 1,440 theatres: 81 1-2% or 1,180 theatres do not play vaudeville; 4% or 60 play vaudeville regularly; 3% or 40 play vaudeville part time; 11 1-4% play vaudeville occasionally.

492 towns ranging in population from 10,-

000 to 25,000 containing 1,754 theatres: 77 1-2% or 1,348 theatres play no vaudeville; 10 1-2% play vaudeville regularly; 4 7-8% play vaudeville part time; 7 1-2% play vaudeville occasionally.

147 cities ranging in population from 25,000 to 50,000 containing 950 theatres; 74% or 703 theatres play no vaudeville; 16 1-5% or 154 theatres play vaudeville regularly; 2 4-5% or 26 play vaudeville part time; 6 9-10% or 65 play vaudeville occasionally.

Compiling figures for the cities above fifty thousand presented difficulties. Roughly speaking, one theatre in ten plays vaudeville or presents something equivalent so far as audiences are concerned.

Compiling the figures for all groups of theatres that do not play vaudeville we have 8,050. Add to this approximately 6,000 theatres in towns of less than 2,500 population and we still have the bulk of the houses where they belong and we see no cause for the fears that straight pictures are losing their grip.

The moral of all this is simply that we sometimes take too seriously what is happening in certain cities or section territories and forget to base our conclusions on the whole country, a mighty big territory when you get it all together. In other words the world doesn't end on the west shore of the Hudson.

*W. A. Johnston*



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1926

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## Speaking Editorially

THE conviction of three Western exhibitors of bicycling charges in Federal Court is the first step in a nation-wide campaign to stamp out this evil, which has been prevalent in the industry for many years. Other actions will be brought, it is understood, under the Federal Copyright Law, which prior to the Montana cases had not been previously invoked.

In an industry which has made great strides forward in every department, including the important one of better ethical standards, there is, of course, no excuse whatever for bicycling. It is a form of robbery, with the distributor as the victim, in which one rental price is made surreptitiously to do the work of two. The financial loss to exchanges under this species of brigandage is said to reach a considerable figure in the course of a year.

It ought, by all means, to be ended. And honest exhibitors, who are in the big majority, will be glad to see it eradicated.

\* \* \*

ANNOUNCEMENT by R. F. Woodhull of the sale of his theatre this week occasioned wide comment in the industry, where "Pete" is universally popular. No exhibitor occasion of large import in



Carl Laemmle leaves London for the Continent; left to right—James F. Bryson; Carl Laemmle, Jr.; Mr. Laemmle; Miss Rosabelle Laemmle, and Siegfried Laemmle

recent years has been complete without him, and his gift of wit and eloquence have brought him a real reputation as an after-dinner speaker.

His services to the industry in public service work have been extensive. It has always been his belief—and he put it into active practice—that the theatre should be a genuine community institution and the exhibitor a leading citizen in his town.

Not only in New Jersey, but in a number of other states, Mr. Woodhull has addressed civic organizations of many descriptions, carrying a constructive message which brought added good-will to the industry. And the Baker Theatre, in Dover, N. J., under his direction, was aligned with every constructive movement in the community. Mr. Woodhull himself often took the lead in promoting the welfare of his city.

We have no way of knowing what Mr. Woodhull plans to do in the future, but a man of such unusual ability for creating public good-will, should not be lost to this industry.

\* \* \*

GILBERT K. CHESTERTON, distinguished English writer, recently in a debate on motion pictures disagreed with his own side when the question asked if movies should be tolerated.

"In the circumstances," he said, "it is impossible to attack the films even if I desired. I do not believe that little boys are led on to crime by films. In my own childhood, before the existence of films, my personal depravity was always equal to any demands upon it."

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# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston



Hal Roach

**H**AL ROACH is more than ever convinced of the soundness of his idea of star names in comedies; and there is and always has been a lot of soundness to Mr. Roach's ideas as a showman.

He contends that if a comedy is to be a feature in a bill—as it often is and still more often can be—then the feature comedy must have feature advertising. And one sure way of feature advertising is to have a feature name sufficiently strong with the public to get into electric lights on the theatre. That's sound!

**T**HEDA BARA was a success in the Roach comedy and Mabel Normand is going strong. "People asked me," says Mr. Roach, "why I tried to make Theda Bara a comedienne. The answer is: I didn't. I surrounded her with a comedy and her name appeared in electric lights."

"It stands to reason that two stars pull better than one—almost always, at least. It is possible that the comedy star will pull better than the featured name in the dramatic feature. One reason for the policy of showing two dramatic features is because one, however good as a picture, lacks a well-known name."

"It is my ambition to provide the exhibitor with a double feature bill, one of which will be a comedy."

**O**F course the question of price arises. Stars' names and featured players in general raise the production cost. And with all the pressure for prices in dramatic features, comedies and short subjects have had a tough road to the exhibitor's door and have never had fair treatment.

To this Mr. Roach replies: "I want to make it clear to the exhibitors that I ask a just price not only because production cost compels it, but because this price makes more money for him."

One of the big chains of theatres tells me that a comedy on the bill is responsible for a regular and considerable percentage of the gross receipts. They reckon its value

on this basis and are willing to pay accordingly.

Which, again, is sound showmanship.

**I**N the year that has elapsed since the first Pathe "all comedy circus" programs began to appear in scattered points about the country, this novel form of presentation has made great advances in popularity. Under the stimulus of an energetic and intelligent campaign conducted by the Pathe organization, the "all comedy circus" program, made up entirely of short length comedies and cartoons, succeeded in getting try outs at several theatres—the majority of which, with the aid of selling campaigns which made competent use of sound showmanship ideas and the excellent accessories prepared by Pathe, reported more than satisfactory box office returns. Indeed, the idea worked so well that many of these exhibitors have given the "all comedy circus" program a regular place on their schedule of theatre events.

**A** WEALTH of experience in the proper methods of exploiting such programs has been collected during this period, and now this valuable information has been organized into a practical work sheet by the Pathe Exploitation Department under the direction of S. Barrett McCormick. The data, compiled and edited for the use of practical showmen, is presented in book form. The work—profusely illustrated and printed in colors—covers the exploitation, advertising and publicity methods which actual experience has proved most successful in the presentation of these programs. A complete list of the ideas presented would about cover the entire range of exploitation devices developed during years of specialization in theatre showmanship. A limited edition published in the interests of Pathe exhibitors and designed to further the development of the all short subject program as a definite box office attraction has been undertaken by Pathe. The enterprise—of the highest merit in principle and execution—well deserves the success which it seems certain to attain.

**B**USINESS continued good up and down the Rialto this week, with an unusual number of hits and the opening of school exerting only a slight effect on matinee business. While it is not likely, as this is written, that any records will be broken, some excellent figures for the week will

be recorded by Saturday, if nothing happens in the meantime.

**T**HE Capitol continued to stand them up this week, following two remarkable weeks on "Mare Nostrum," with an excellent one on "The Waning Sex." The comedy angle of this picture seemed to score with audiences heavily, and the supporting bill is one of the best that this house has had in months. The radio broadcast of this has probably helped to boost business during the week. Picture not as heavy as some, but the Shearer vehicles seem to do well at this house.

**T**HE Colony is rounding out the third and last week of the "One Minute to Play" engagement in nice style. Business on the three weeks is likely to hit around \$85,000—a remarkable figure for this house, in view of past performances, and everyone at Film Booking Offices is extremely jubilant.

**F**OLLOWING the amazing run of "Variety," "Tin Gods" came into the Rialto this week, and, aided by a Saturday midnight premiere, got off to a smashing start, and will top the recent weeks of "Variety."

The twelve weeks' run of the German photoplay piled up a total not much short of \$350,000—a figure that will stand for some time.

**B**EBE DANIELS in "The Campus Flirt," at the Rivoli, was doing the best business which any Daniels picture has scored, the title and comedy slant apparently pulling heavily.

**L**ESS strong was "Sparrows" at the Mark Strand. Business is by no means light, and the picture is staying for a second week, but there has been no jam in evidence. "Sparrows" does not seem to be the sort of vehicle in which they want to see Pickford, and the opening of school has lightened matinees.

**T**HE long-run films are all doing well. "Beau Geste," at the Criterion, continues the hit of the town, with all the standing room the law will allow—about fifty per performance.

"Big Parade," at the Astor, fluctuates only with the amount of standing room sold. "Scarlet Letter," at the Central, is doing capacity; free list suspended. "Ben Hur," at the Embassy, going along steadily in its 40th week.





Lucien Hubbard, editorial supervisor of "Wings," the Famous Players epic of the American air force in the World War on which work is now being started

## PICTURES AND PEOPLE

### T. N. B. R. RELENTS

THE National Board of Review, which found no films worthy of special mention last week, relented this week and looked with kindly eyes upon "Across the Pacific," the Warner Bros. historical drama of the days following the Spanish-American war, when the soldiers were recalled to fight the Philippine insurrection. The picture is recommended for the family audience, including young people.



Duane Thompson, recently seen in Chadwick's "Some Pui'kins," gets a new hair-cut prior to starting work in "April Fool" for the same corporation

### ON AT THE FIGHT

ON Thursday evening of this week, when Gene Tunney, a prominent young film star, faces Jack Dempsey, a former cinema performer, in a little drama which will be over when this appears in print, the engagement will be witnessed by a considerable film contingent.

Among those expecting to attend are Richard A. Rowland and Samuel Spring of First National, accompanied by A. W. Smith, Jr., Ned Depinet, Ned Marin and W. C. Boothby; Jules Mastbaum with a party including Robert Lieber, head of First National; Johnny Hines and a party of friends; Fred Thomson, F. B. O. star; Monte Blue, Warner star; John McCormick, West Coast general manager of production for F. N.; and probably most of the male element in the Eastern film colony.



William Collier, Jr., about to take a swing at Dorothy Mackaill—but it's only for a publicity still on "The Charleston Kid" (First National-Al Rockett)



Agnes Christine Johnston (Mrs. Frank Dazey) Metro-Goldwyn-Mayer scenarist, with her children, Martin and Ruth; she is now doing "Tillie the Toiler"

### T. JUNIOR STARS AGAIN

THE sixteen graduates of the Paramount Pictures' School, who appeared in "Fascinating Youth," will be reassembled in Hollywood around the first of the year to make another picture, to be produced by Hector Turnbull, it was announced this week by Jesse L. Lasky. This should set at rest the various



A charming study of a dimpled young lady appearing in Christie comedies for Educational release; meet Miss Caryl Lincoln herself



Mae Murray, colorful star of Metro-Goldwyn-Mayer productions, whose current production is a screen picturization of "Altars of Desire"



Aileen Lopez, who has been coming along rapidly in Educational comedies and is now leading lady in the Educational-Lloyd Hamilton fun reels



rumors which have been flying around concerning the future of these starlets. Gossip had it for some time that most of the Junior Stars would be released at the expiration of the next option period, but apparently the success of "Fascinating Youth" has convinced Famous executives that another picture would be profitable. Most of the students have had some little practical experience in the meantime, and the next picture should be much better.

Nothing is said of another school, and the probabilities seem to be against it, for the present at least. It has been discovered that it is one thing to graduate a class of promising youngsters and another thing to find something for them to do. Several Famous directors have shown a discouraging and not altogether commendable unwillingness to use the Junior Stars or to give them any opportunity—and what the director says just about goes.

**W**ARNER BROS.' portable radio broadcasting station, 6XBR, was much in demand last week and participated in a number of ceremonies following the ovation welcome given it on arrival and its welcome by Mayor "Jimmy" Walker.

The welcome to the station at Brooklyn was just as enthusiastic on Thursday. President Finley of the Board of Aldermen of the borough extended the greeting in the absence of late Borough President Guider.

From the Brooklyn function the 6XBR proceeded directly to Coney Island to be present for the Mardi Gras celebration on invitation from Charles Feltman, chairman of the carnival association. The station immediately followed the band in the great parade in the position of honor.

## FORD ENTHUSIASTIC

**J**OHAN FORD, the husky Maine Irishman picked by William Fox and Winfield R. Sheehan to direct "The Story of Mother Machree," is not only enthusiastic over the assignment but has some highly interesting plans which he proposes to carry out in connection with it. Ford, who always thinks broadly and sweepingly of his screen themes, sees in "Mother Machree" not alone the simple, poignant story of Ellen McHugh, but an epic of Irish emigrant motherhood.

"Here," he says, "is a story simple yet laden with drama. A vehicle on which can be borne, I am sure, the symbol of sacrifice countless Irish mothers have made for their young, whether it has been wrenching themselves from their 'tumble-down shacks' or fine homes, or staying behind in Ireland while their children went away. And I may go further and say that 'Mother Machree' is the story of all emigrant mothers from all lands in its symbolism."

## HAWKS VACATIONING

**A**FTER six months of 18-hour working days as production supervisor at the F. B. O. studios on the West Coast, J. G. Hawks is on his way East via the steamship *Mongolia* for a vacation. He will spend two weeks in New York and return on the *President Polk*. Everyone in the F. B. O. studios, from Vice-President Edwin King down, has been working more than double time because of the rush of production.

## DANTCHENKO HERE

**A**N event with possibilities of far-reaching results in the world of motion picture production is the arrival in New York of Vladimir Nemirovitch-Dantchenko, an outstanding figure in legitimate theatre production, co-founder of the Moscow Art Theatre and director of the Moscow Musical Studio, to take up work under his one-year contract with Joseph M. Schenck as producer-at-large.

At his first interview this week he replied to questions concerning what he plans to do in pictures by responding that he first had a great many questions to ask concerning motion pictures before attempting anything.

"Perhaps," he said, "I shall find that I have nothing to give to motion pictures, and shall go back without doing anything here." He admitted, however, that he has some interesting ideas in view



Arthur Trimble and Doreen Turner, the Buster Brown and Mary Jane of the Buster Brown comedies released by Universal, inspect the new 500 K.W. generator recently installed in the Stern Bros. studio. Charles Gould, chief electrician for the studio, explains how it will help their pictures

concerning the application to pictures of the qualities which have made the Moscow Art Theatre and the Musical Studio the foremost repertory companies in the theatrical world today.

Particularly characteristic of these two organizations is the "ensemble" playing. There is no star system—no glorifying of one actor or one role at the expense of another—and Dantchenko hopes to be able to bring something of this to pictures. He does not believe in the star system, and does not believe that it is necessary in pictures, given proper stories.

He believes, too, that our stories are more complicated than is necessary. He believes in the simple story, developed in detail, rather than the complicated melodrama.

"In five years' time," he says, "all the catastrophes since the beginning of history will have been filmed—thrills will be exhausted—but the human heart offers a source of stories that can never be exhausted."

No definite plans have been announced for Dantchenko's work at the Schenck studios, but they will probably be announced shortly. The Russian director left for Hollywood on Tuesday, accompanied by Sergei Bertensson, his assistant.



Richard A. Rowland, Mrs. Florence Strauss and John McCormick, prominent in First National production, during recent conferences at the new Burbank studios, where Rowland and Mrs. Strauss went for the dedication exercises





Boo, the baby elephant appearing in "Pink Elephants," an Educational-Mermaid comedy, receives his liquid stimulants at the hands of Lucille Hutton, feminine player. Next to Miss Hutton is Al. St. John, the comedian, and at extreme left, E. H. Allen, general studio manager

### WHAT? NO COOTIES?

IT has remained for James R. Grainger, general manager of Fox Films, to cap all that has been said about the realism of "What Price Glory."

Mr. Grainger was talking to an exhibitor about the merits of the war picture. "It has love interest, comedy, tragedy, sex, scenery . . ." he was saying, when the exhibitor broke in with:

"Has it realism?"

"Realism!" exclaimed Mr. Grainger. "Why, it has everything but casualties and cooties!"

### WITH FURTHER FOREIGN INVASION

WITH the continued influx of European artists threatening our studio executives with the necessity of learning German, French, Russian and other tongues (not excluding the Scandinavian), the move is spreading to film advertising offices. The other afternoon we watched (or rather heard) Charles Einfeld at First National giving instructions to an artist engaged in preparing special drawings—and compelled to use German to do it. Who said the movies weren't international?



June Mathis, producer, and Balboni, director, wear a satisfied smile as the last scene is finished for "The Masked Woman," the first picture to be made at the new First National studios at Burbank

### UNIQUE "GORILLA" PLAN

THE producing firm of Asher, Small and Rogers, which includes among its production activities the management of the Corinne Griffith features, plans a new departure in motion picture production.

Coincidentally with an announcement that this company is to film the famous comedy mystery play, "The Gorilla," in collaboration with its author, Ralph Spence, also comes the information that the producers have so much faith in the picture possibilities of the play that they will film the picture without any definite distribution plans in mind.

Considering that the screen rights to "The Gorilla" have been considered in production quarters as one of the most valuable pieces of film material that the stage has offered in years, and that several of the larger distributing organizations have made attractive overtures to Asher, Small and Rogers for the distribution of the picture, the producers will make the picture first and then arrange for its circulation when completed.

This procedure of production is a most unusual one and rarely does a producer begin filming his picture until distribution is assured. In the case of "The Gorilla," however, the members of the firm of Asher, Small and Rogers believe that, considering its popularity in play form and the record price paid for its film rights, that they have one of the prize comedies of the year.

### MEMBERS CHINESE COMPLICATIONS

MEMBERS of the cast of the film version of "Going Crooked," produced for Fox Films under the direction of George Melford, had an exciting hour while filming scenes in Los Angeles' Chinatown.

To get realism Melford took his actors to Ferguson Alley in Los Angeles, the center of Chinatown. He had with him several Chinese dressed in the picturesque costumes worn before the Chinese revolution.

Everything was "set" and Melford had taken the long shots of a taxi driving to the door of a Chinese shop when he noticed a crowd assembling at the entrance of the alley. He paid little attention, thinking they were gathered to watch the picture being made.

The crowd suddenly began to close in around the camera. The younger Chinese began hooting and yelling at the actors in Chinese, blocking the camera, and holding up the action. Requests to clear the scene availed nothing, and finally when shots began to fly, Melford sent in a hurry call for the police.

It took two extra squads to quell the near riot that followed. Bessie Love and Oscar Shaw, who play the leading roles, escaped in a taxi driven by Hank Mann. They returned after a tour of the surrounding vicinity to complete the interrupted "shot."

### T MARY AND DOUG CANCEL PLANS

TELEGRAPHIC advices received from the Pacific Coast at the New York offices of United Artists this week indicated that Mary Pickford and Douglas Fairbanks, who arrived in America two weeks ago and journeyed immediately after the Rudolph Valentino funeral to Hollywood, have canceled plans for their proposed trip to the Orient.

Mary and Doug had announced that they would remain but two weeks in California and then go to the Orient, but plans which the famous stars are making for their next productions preclude the possibility at present.

### H VIVE LA MANHATTAN!

HOLLYWOOD is not necessarily the land of screen opportunity which it is reputed to be, in the opinion of Una Wheeler, who spent five years as an extra on the Coast without achieving her goal, recently came East and was assigned immediately to the task of doubling for Esther Ralston in "The Quarterback," after which she was given a special bit in the New Orleans cafe scene of "God Gave Me Twenty Cents." (Los Angeles papers please copy.)

### T WARNER WINNIPEG GUEST

THE guest of honor at last week's meeting of the Screen Club of Winnipeg was H. M. Warner, who was received enthusiastically. He spoke briefly on future plans of the company, not overlooking, of course, the Vitaphone.



## W A. M. P. A. OFFICERS START

WITH an attendance of more than a hundred members and their guests the first meeting of the new administration of the Associated Motion Picture Advertisers, Inc., got off to a highly successful start in what was described as "an atmosphere of beauty, brains and brawn" at the Mid-Town Hofbrau Haus on Broadway last Thursday, September 16.

Ten of the national beauty contest winners from Atlantic City were among the attractions. Mathew and Frank King, eccentric vaudeville dancers, put on an act that went over big. And honor guests and speakers at the turnout were Frank Wells, son of H. G. Wells, distinguished English author, who has brought to this country a picture produced from a story written by his father and who is now engaged on a series of two-reelers, and Hugh Brooke, also an Englishman, who is directing the Wells stories.

Grace M. Findley, assistant editor of *The Film News*, was also presented at the gathering.

The meeting was the first at which the new A. M. P. A. officers, elected the preceding week, participated. They were Walter Eberhardt, president, who presided; S. Charles Einfeld, vice-president; Mel Shauer, treasurer, and Ed Finney, secretary.

In a notice to members Walter Eberhardt, the new A. M. P. A. chief, paid a nice compliment to his predecessor, Mr. Allvine, and set forth a program for the coming year. He said:

"The present year could start under no happier auspices than the knowledge of the continued active interest of its retiring president. In fact, believing that no organization can ever be greater than the men who created it, it is one of the first aims of the present administration to retain the interest and good-will of the organization's long-time members. Hesitatingly, because the term has been abused so often, we add another ambition: to propagate even further the spirit of boosting for our own members."

## A SCOUT SEND-OFF

ALL picture stars leaving Los Angeles for the East are given some sort of farewell demonstration at the railroad station. There are friends, books, candy, kisses, handshakes and what-not. It is like a European leave-taking.

Those who were present at the Santa Fe station last Sunday, however, saw an unusual bon voyage send-off. It was to Fred Thomson, who stars in Western pictures, and who had just finished a big special called "A Regular Scout," which deals with the Boy Scouts of America. Fred is a former Scout executive.

Three troops of scouts in uniform, with full field equipment marched to the station in Fred's honor. They had worked with him in the making of the picture, and had climbed with him to the upper reaches of Mt. Whitney, the highest peak in the United States.

"Silver King," Thomson's famous white horse and the handsomest equine in the movies, was also brought down to the station, riding luxuriously in his own motor truck, from which he alighted in a dignified way and went forward and "shook hands" with his master. As the train pulled out, the scouts stood at attention and then waved their flags in farewell, while Silver nodded his white head and pawed with his right fore foot.

Thomson is going to New York on a vacation, and incidentally will witness the Dempsey-Tunney boxing championship in Philadelphia. He is an athlete himself and a winner of several prizes in the Olympic games.

## OVER THE WATER

AN item of interest in the week's news from across the water is the announcement that Piccadilly Pictures, of England, will do Noel Coward's play, "Easy Virtue," played here by Jane Cowl, with the author personally supervising. Graham Cutts will direct.

Another interesting bulletin from the same concern is the announcement that Flora Le Breton, who visited these shores for three years, appearing with success on both stage and screen, has been signed to appear in a Piccadilly production.

## PLAYHOUSE TO SHOW FILMS

MICHAEL MINDLIN, Broadway producer, has assumed management of the Fifth Avenue Playhouse, at 66 Fifth Avenue, between Twelfth and Thirteenth streets, New York City, and will open the house early in October as a motion picture theatre.



Director Jules White with actors, cameraman and assistant director during the filming of "Light Wines and Bearded Ladies" for Fox Films; left to right, Lou Breslow, assistant; George Mehan, cameraman; Gene Cameron, lead; Director White, and Byrnece Beutler, lead

The policy of the theatre will be devoted to the presentation of European and American pictures of artistic interest and distinction. There will be revivals of past productions that merit reviewing, with interesting short subjects that do not ordinarily find place in the usual motion picture programs. Several novelties are being planned as special features of the Playhouse programs. One of these will be the weekly showing of news reels of considerably greater length than those shown at other picture houses.

## LEW AND MABEL WED

MIDNIGHT last Thursday brought the climax to Lew Cody's courtship of Mabel Normand in the small office of Judge Thomas H. Neilandt, Ventura County Recorder. Escorted by two Beverly Hills motorcycle policemen and accompanied by Margaret Namara and Minert Lord, the couple made a hurried automobile trip from Cody's home in Hollywood to Ventura for this unexpected ceremony.

Following a long but carefully guarded courtship, Cody proposed to Miss Normand early Thursday evening and was accepted. An hour later he kept an engagement to speak over the radio, and shortly afterwards was speeding to Ventura.



Little Mary Ann Jackson, tiny comedienne in Mack Sennett's Pathe comedies, wanted to raise egg plants in her garden, so she planted eggs, much to the dismay of Ruth Hiatt and Raymond McKee, who had other plans for the garden—and the eggs



# Ten Firms 1925 Earnings \$24,115,089

**"Wall Street News" Terms Industry a \$1,500,000,000 Enterprise;  
Banking Affiliations Prove Stability of Business**

**T**EN film companies' combined net earnings for 1925 were \$24,115,089, with only one firm showing a deficit for the year, according to "The Wall Street News," which also estimates the industry at a \$1,500,000,000 enterprise. The importance of the banking houses identified with the financing of pictures proves the "esteem and confidence with which this industry is regarded," says the "News."

"Control of the industry is no longer in the hands of a few individuals as all the leading corporations have entered into the realm of Wall Street, giving the investing public an opportunity to aid in the expansion and share in the profits of this \$1,500,000,000 industry," the article states. "About 60,000 shareholders in seven production companies listed on the New York Stock Exchange own more than 11,000,000 shares of stock."

"Over a period of years the larger companies have demonstrated a stability of earning power superior to many other industries. Their steadily increasing profits year after year has proved that even in times of general depression, the motion picture business has been slow to reflect unfavorable conditions and has been quick to participate in returning prosperity."

There are around 20,300 picture theatres in the United States, with a seating capacity of over 15,500,000, having an average weekly patronage of 130,000,000 persons, continues the article. It lists 811 features

## Free Sunday Shows Given in Baltimore

**M**OTION pictures were shown on Sunday, September 12, at the public band concert, given free of charge at Federal Hill, Baltimore. Sunday motion pictures at the regular movie houses are not permitted. Commenting upon the matter, Robert Garland, in the Post, said: "A few of us wondered why, if Freddie Huber (municipal director of music) can give Sunday movies on Federal Hill, can't Guy Wonders—but, of course, the paid admission is the sinful thing. There's nothing more harmful than passing 60 cents through a box office window." Wonders manages the Rivoli.

planned for the 1926-27 season, compared with 696 last year, when \$125,000,000 was spent in production.

Development of the foreign field is without limitation, it is declared, pointing out that the popularity of American pictures, which command up to 90 per cent of the showings, represents from 25 to 40 per cent of the industry's revenue.

The ten companies, whose combined net income totaled \$24,115,089 are: Famous, First National, Fox Film, B. F. Keith,

Loew's, Inc., M.-G.-M., Motion Picture Capital, Orpheum Circuit, Pathe Exchange and Universal Pictures. Warners finished the year with deficit of \$1,337,826, due to a reorganization of the company, whose profits this year are expected to soar as a result of Vitaphone.

Combined assets of these firms total \$109,189,002, as against liabilities of \$33,598,785.

Below will be found two tables showing how the film dollar is spent, according to "The Wall Street News."

### In Production

Actors' salaries .....	\$ .25
Directors, cameramen and assistants..	.10
Scenarios and stories .....	.10
Sets (manufactured) .....	.19
Studio overhead (including cutting, assembling and titling of film) ....	.20
Costumes, gowns, etc. ....	.03
Locations (rent of grounds and properties and transportation).....	.08
Raw film .....	.05
	\$1.00

### Disbursement

Negative cost .....	\$ .40
Distribution (American and foreign),	.30
Cost of positives .....	.10
Administration and taxes .....	.05
Profit .....	.15
	\$1.00

# Publix to Operate Ft. Worth Theatre

**House to Seat 2500 at Cost of \$2,500,000; Loew-A. S. Friend  
Interests Form Company to Manage Two in Connecticut**

**C**ONTRACT for an eighteen-story hotel and theatre to be erected at Fort Worth by Jesse H. Jones, Houston capitalist, has been awarded to the Hewitt Construction Company of Houston, and announcement was made at the same time by Jones that Publix would operate the theatre, when completed.

The theatre when completed, according to the plans, will cost more than \$2,500,000 and will be one of the largest in the South, having a seating capacity of more than 2,500.

As yet the house has not been named, while the hotel will be named "The Worth." Publix officials, including Sam Katz, who recently visited the city, announced that the interior appointments would be the most elegant to be found anywhere in the South.

A new operating company, the Haven-London Operating Co., said to be a subsidiary of the Loew-A. S. Friend interests, has been organized in Connecticut to operate the Roger Sherman Theatre in New Haven and the new Garde Theatre in New London, with headquarters in Hartford.

With the organization of this company announcement is made that motion picture and vaudeville programs will be inaugurated

at the Roger Sherman, New Haven's newest theatre, and at the Garde, newest and largest of New London's theatres, which is now completed. Both these houses have been operated by the A. S. Friend Companies of New York City.

Incorporators of the Haven-London Company are Robert A. McLean, Frank C. Taylor and Ferdinand H. Butehorn, all of Brooklyn, and Cornelius F. Ferris, of Staten Island, N.Y., all listed as connected with the Corporation Trust Co. of New York. Mr. Butehorn is listed as president of the company and a thousand shares of stock of no par value are authorized.

No information is forthcoming as to when the new company will assume control of the two houses.

Blackall, Clapp & Whittemore, Boston architects, have submitted sketches to Joseph M. Schenck for a theatre for Boston in the recently announced intention of the United Artists-Stanley Company group to construct a chain of theatres in the larger cities, the first of which is to be built in Philadelphia.

It is understood that the Boston playhouse will not be as large as that contemplated for Philadelphia but will have from 2,000 to 2,500 seats. So far as is

known in Boston, no site has been chosen for the Boston theatre up to the present time.

The Isis and Madrid theatres, two of Kansas City's finest suburban theatres, have been purchased by Universal Chain Theatres Corp., although confirmation of the deal has not yet been announced. The deal is known to have been pending for a long period. Details of the deal have not been revealed.

## Three Colorado Managers Come Up for Trial

Wednesday, September 22nd was the date set for the second trial of the three Colorado Springs theatre managers who were convicted in the Magistrate's Court for violating a "blue" ordinance which forbids Sunday amusements for pay. The managers of the America, Burns, and Rialto theatres of Colorado Springs, who a month ago were fined \$200.00 and costs in Police Court because they opened their doors on Sunday and took up a collection, immediately appealed their cases and continued to run on Sunday but without receiving a contribution.



# Heavy Damage to Theatres in Florida Hurricane

But Situation in Miami Not So Severe as Reported, Harold Franklin Wires to the *Motion Picture News*

By HAROLD B. FRANKLIN

Vice-President, Publix Theatres Corp.

(Special Telegram to Motion Picture News)

**W**EST PALM BEACH, FLORIDA, SEPT. 22.—The situation in Miami so far as theatres are concerned, is not half as severe as originally reported. No one in our organization has been hurt. Olympia Theatre and building were practically not touched, proving conclusively that sound construction can go through any storm untouched and in the long run proves the most economical and safest.

Our Fairfax Theatre will be ready to open within a few days. Fotoshow, a new theatre we are building, is not damaged at all. Theatre in Coral Gables will be reopened within seven days. Theatre at Miami Beach will be reopened within next ten days. Our theatre in Little River lost part of its roof which will be replaced within next few weeks. Paramount and Hippodrome theatres will require new roofs, which will be replaced within two weeks. We could run show to-night if electric company could give us juice. This will probably be forthcoming within few days.

## Miami To Be Stronger

Miami will come out of this storm greater and stronger than before. It is amazing how all interests here are pulling together for a greater and bigger Miami, and if future builders will build as strong and solid as we did the Olympia, no storm need be feared at any time.

We have no reports on Fort Lauderdale, but think that the situation there is more severe than here, as this town is of mushroom growth and the buildings are rather flimsy. I have a crew investigating the situation.

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## Stages Midnight Shows to Evade Texas Blue Laws

**A**LL indications point to the unpopularity of the blue laws if the experiment tried out by a Texan exhibitor can be said to hold water. Colonel H. A. Cole, head of the Texas unit, presented midnight shows at his Lyric in Jefferson with gratifying results. The Lyric seats three hundred but on its midnight performance \$90 was taken in at the box office. This, it is said, demonstrates the feelings of the town folk with regard to the blue law situation which is proving so vexing to Texas theatre owners.

By ANNA AIKEN PATTERSON

(Special Telegram to Motion Picture News)

**A**TLANTA, GA., SEPT. 22.—The West Indian hurricane which swept Florida throughout Saturday and Sunday, leaving death and destruction in its wake, wrought the greatest disaster in the history of the State. Theatres in twenty-one Florida towns are known to be out of commission, some utterly destroyed and all too seriously damaged to resume operation.

The Atlanta Film Board of Trade compiled data today showing that houses in the following towns have discontinued film service: Miami, Sarasota, Fort Myers, Venice, Moore Haven, Perrine, Homestead, Hollywood, Dania, La Belle, Boynton, Buena Vista, Salerno, Okeechobee, Little River, Hialeah, Allapatah, Coral Gables, Coconut Grove, Ojus and Lemon City.

The beautiful Olympia Theatre, new Publix house in Miami, is standing two

feet in water. Universal's Capitol Theatre in Miami is badly damaged. The Dream Theatre, nearing completion in Coral Gables, is utterly destroyed, according to the report of its owner, Edward Crane.

While the work of restoration has already started at some points, progress will be retarded by general confusion and the necessity of emergency work incident to housing, feeding and clothing sufferers. In many towns, where physical damage is not so serious, lack of electric current precludes operating theatres. No definite report has come from Mobile and Pensacola, but much damage was done to property and some to life.

Word has just been received from Dan Michalove, Universal theatre supervisor in the South, that service will soon be resumed in the two Universal theatres in Fort Myers—the Omar and Arcade. Universal's new Edwards Theatre in Sarasota, whose roof was lifted bodily by the storm, expects to resume shortly. Charles G. Branham is manager of the Edwards.

The storm did not reach Montgomery, Ala., but high winds from the hurricane area fanned a flame Tuesday that broke out on Dexter avenue, completely destroying the Plaza Theatre, a Class C Publix house, according to Hoxie Farley, Publix city manager for Montgomery. Farley says restoration will begin at once.

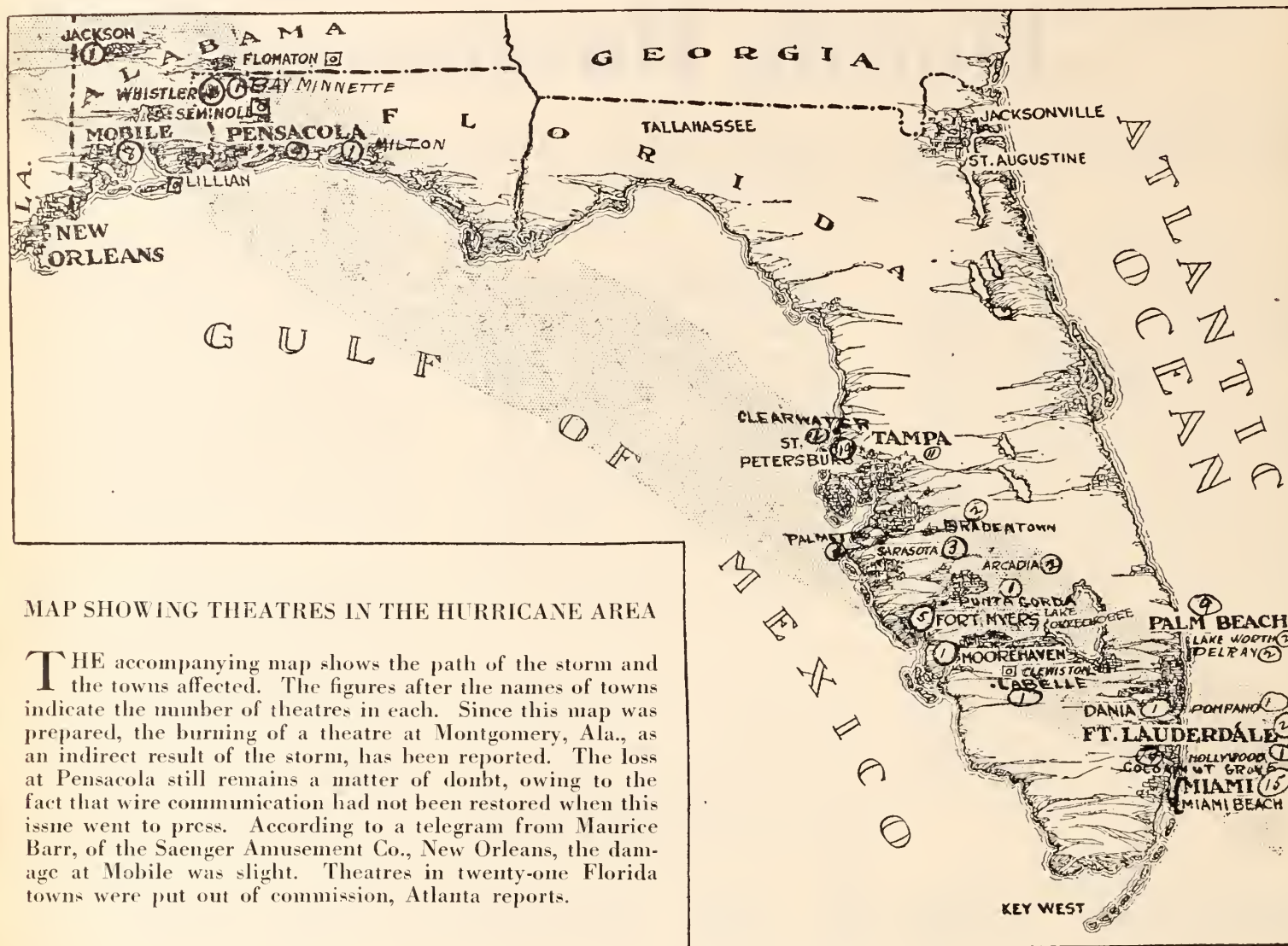
All Publix Class A houses in this territory will give benefit performances for the Florida storm sufferers, most of the performances being set for midnight Friday and Saturday and Sunday afternoons. Musicians, stage hands and all employees are giving services without charge, the entire proceeds going to relief fund. The city of Atlanta has sent \$50,000 to the sufferers, with more to follow.



Striking Pathe News scenes of the Florida hurricane disaster in which many lives were lost and millions of dollars in property damaged



# 200 Publix Theatres To Give Benefits



MAP SHOWING THEATRES IN THE HURRICANE AREA

THE accompanying map shows the path of the storm and the towns affected. The figures after the names of towns indicate the number of theatres in each. Since this map was prepared, the burning of a theatre at Montgomery, Ala., as an indirect result of the storm, has been reported. The loss at Pensacola still remains a matter of doubt, owing to the fact that wire communication had not been restored when this issue went to press. According to a telegram from Maurice Barr, of the Saenger Amusement Co., New Orleans, the damage at Mobile was slight. Theatres in twenty-one Florida towns were put out of commission, Atlanta reports.

WHEN reports of the hurricane began to reach New York and the Publix offices, the seriousness of the situation at once became apparent to Mr. Franklin and his associates. Mr. Franklin then prepared to go at once to the stricken zone and plans were set in motion for the organization of construction engineers. Mr. Franklin left New York at four o'clock Monday morning, with R. E. Hall, of the Hall Engineering Company.

At Jacksonville, the Franklin party was joined by Arthur J. Amm, Florida district manager for Publix, and others, Tuesday night, and they left within a few hours for Southern Florida. It was hoped that they could get as far as West Palm Beach by rail, where they expected they would have to complete the remaining seventy miles by motor. At St. Augustine, Mr. Franklin sent a dispatch direct to Motion Picture News. It is printed in another column.

The region south of Palm Beach lay directly in the path of the storm, and it was here that the heaviest damage to theatres occurred. The Publix houses at Lake Worth, however, were unharmed and these, the Oakley and the Liberty, resumed operations. At West Palm Beach the Kettler, Stanley and Rialto were also undamaged.

The Publix theatres in Tampa were turned into relief stations and shelter for the homeless.

Dan Michaelove, general manager of Universal theatres in the South, reported to the home office in New York that three of the company's theatres were damaged in the hurricane. These were the Edwards, Sarasota, Airdome and Arcade, Fort Myers. The damage to the other Universal theatres was reported slight.

The Edwards was partially muroofed by the gale; the electric sign and marquee were blown down and the pipe organ and scenery wrecked. The elevated projection booth on the Airdome, together with all the equipment, was blown away. The Arcade Theatre in Fort Myers was flooded.

## Theatres in Storm Area

Following are the towns and theatres in the storm area:

Miami and Miami Beach—Olympia, Fairfax, Fotosho, Park, Hippodrome, Paramount, Community, and Hippodrome, Famous Players; Capital, Universal, Biltmore, Lyric, Lincoln, Temple (Wolfson-Meyer Co.) Rialto, Biscayne Plaza.

Cocoanut Grove—Cocoanut Grove Theatre.

Clearwater—Capital.

Tampa—Grand, Victory, Franklin, Strand (Famous Players); Hyde Park, Maceo, Royal, Central, Seminole.

Ybor City—Casino, Rivoli.

St. Petersburg—Florida, Rex, Plaza, Pheil (Famous Players); Patio, Palace, Lincoln, Euclid, Capitol.

Palmetto—Palmetto Theatre.

Bradentown—Palace (Universal); Wallace Theatre.

Sarasota—Sarasota, Edwards (Universal); Airdome.

Arcadia—Opera House and Star (Universal).

Punta Gorda—Plaza.

Fort Myers—Omar, Royal, Palm Garden and Arcade (Universal); Family.

La Belle—Columbia.

Moore Haven—Glades Theatre.

Pompano—Lincoln.

Palm Beach and West Palm Beach—Beaux Arts, Garden, Famous, Kettler, Rialto, Stanley (Famous Players); Grand (Wolfson-Meyer); Flamingo, Dixie.

Delray—Bijou, Delray Theatre.

Fort Lauderdale—Sunset and Queen (Famous Players).

Dania—Hippodrome.

Lake Worth—Oakley and Liberty (Famous Players).

Jackson, Ala.—Picture Show.

Bay Minnette, Ala.—Dixie.

Mobile, Ala.—Bijou, Crown, Empire, Lyric-Keith, Creseent, Pike and Gaiety.

(Continued on page 1262)



# Earle, of Pathe, Films Miami Storm

News Photographer, in Hospital After Arriving in New York  
With First Pictures of Disaster, Tells of Horrors

By PAUL THOMPSON

**R**ALPH EARLE is as anxious to see Mr. Thompson as Mr. Thompson can possibly be to see him." This was the re-assuring telephone message relayed to me in his office by Emanuel Cohen, editor of Pathe News. It was through him I was trying to make an appointment at the hospital with the camera man who had photographed the Miami disaster and then by train and plane come north to deliver in person his news-reels. This cordiality on the part of the man who had done a really exceptional bit of work to receive me in the guise of an interviewer was flatteringly based on his acquaintanceship with my own many years' work as one of the country's news photographers. His being in the hospital was due to what he had gone through during the period of taking for his company the photographs of the Florida hurricane and its work of devastation, and the mad dash north with the results.

Curiously, my apprenticeship for interviewing plucky Earle was served just prior to the interview by witnessing for review purposes a Pathe comedy. This was based on the idea of a copy boy in a newspaper office with ambitions to become a first-string reporter and the realization of these self-same ambitions. What better way to learn the reportorial art?

## "Can't Put Excuses on Screen"

"You can't put excuses on the screen to explain the absence of news-reel pictures; so whatever else you do, keep that camera dry." In that statement made to his garage-employee helper in carrying the tripod and camera when the twain left the Miami garage to take scenes of the disaster is the summing up of the character of Ralph Earle, Pathe camera man.

Knowing that he was in Miami, Manager Cohen had no doubts about the quality of the pictures which his organization would get to send out. It was merely a question of what would be the earliest possible moment that they would reach Jersey City for copies to be made to rush to the theatres of the country supplied by his company. With the destruction of the Sikorsky plane which Fonek was to drive to Paris in the first non-stop flight, a news story which was carefully and painstakingly to be covered by Pathe, the news-reel department on Forty-fifth Street had cause enough for worry without devoting too much thought to Florida and Earle.

The faith was justified. The pictures came through hugged more or less closely to the chest of the man who had taken them, even though the camera man's next stop was a private hospital on Fortieth Street. Here he was to have bruises and abrasions cared for, his shoes and stockings cut off and the lower parts of his body bathed and tenderly swathed in bandages. Complete rest and sufficient and the right kind of food were also prescribed with a few incidental shots of anti-toxin to make certain there would be no disastrous after effects from his Florida experience. And twenty-four hours after his ad-



Dr. Alexander Alschul of 509 West 110th Street, who, after examining Pathe News Cameraman Ralph Earle, following his arrival from Miami via plane, ordered his removal to the Murray Hill Sanitarium. On the left is Emanuel Cohen, Editor of the Pathe News, who received the film

mission to the hospital the news-reel man was begging the doctor to re-assure the boss that he was sufficiently recovered and healthy to justify his going to Philadelphia on Thursday for the Dempsey-Tunney fight. Granted the boon, he promised to return to the hospital on Friday for a longer stay. Of such stuff are the right sort of news-camera men made, men with a reportorial sense and a knowledge of how and when to turn the crank and—most important—possessors of that inelegant but eloquent word called "guts."

There was, according to Earle, presence of the storm that was to come as early as Friday afternoon in Miami. Editors Leyshone and Irwin, of the Daily News, had published in that afternoon's last edition a notice to the effect that they would print extras that night of the progress of the storm when it arrived. It was in their office, where they were lingering long after their paper had gone to press, that Earle got his first advance dope on the coming cyclone or hurricane. The weather report, on the other hand, distinctly said "Pay no attention to any pessimistic prophecies of a storm; there is nothing to it. It is merely newspaper publicity," but failed to explain just wherein any newspaper could profit by such dire forebodings. Incidentally, the Daily News did get out their extras, even though as late as four P. M. on Sunday the floor of the city room, three flights up, was six inches deep in water.

## What Happened in Miami

Things started happening late Friday night and early Saturday morning and continued with no cessation for a long time to follow. In the garage where Earle was quartered, windows and doors started blowing in. Taking charge of the camp, Earle got busy trying to barricade the doors with automobiles and planks as though an

invading army of humans rather than the elements were attempting to storm the refuge. His assistants were unworthy of the name for the most part. One stood helpless with a plank to be used for propping a door. He didn't know whether to lay it down or merely continue holding it until Earle profanely grabbed it and put it in place.

Protected for the moment, the news instinct became operative. Under bed cover he loaded his camera and waited. He did not have long to wait. First one section of the roof, then a second fell in. A few seconds later a door gave way and Earle and Jerry, one of the garage men, were swept out into the street. His description suggests Harry Langdon in the hurricane scenes in "Tramp, Tramp, Tramp," but this was not comedy but dire reality. Jerry clung terror-stricken to Earle's legs. A stiff punch freed the operator temporarily. They worked their way back into the garage and with the approaching dawn Earle made his first picture. This was through a crack in the door of the garage. The second was through a broken window, the jagged edges showing in the news-reel positive on the screen. The third exposure was in the kitchen back of the firehouse, through a torn-out screen. The wind was blowing so hard (only about one hundred and twenty miles an hour) that setting up a tripod was out of the question. Leaving the garage after the first two pictures, Earle's helper fell into a hole. And then came a stream of profanity, according to the operator himself, directed toward his luckless helper that would have been worthy of a cattleman or longshoreman. Incidentally, the advice mentioned above about the inability of theatre screens to publish, with any success, excuses for news-reels which were not being unreeled.

## But He Got the Pictures

So great was the force of the wind that Earle would focus his camera as he felt it should be approximately with his back to the wind and then turn holding the instrument and shoot into the face of the gale to get his desired pictures. Not a chance for the usual stability a tripod guarantees. Now venturing out into the open, everywhere the operator found wreckage, but people, mostly in bathing suits, trying to be cheerful. None of the important buildings, especially those of steel construction, were affected, but the wooden one-story buildings, booths, etc., were completely wrecked. Palm trees that have stood for generations were the great sufferers. The shipping of the port also suffered even more than the buildings on land. On the causeway were steamers and autos which were complete wrecks. There were at least fifty boats, oil burners and others, ranging from twenty to two hundred feet in length, which were blown from the bay two and three blocks from the water-front. At least one hundred motor house-boats were cast on land or completely wrecked. They were lined up around the band-stand, where Arthur Pryor's band held forth last year, as though in expectancy of a concert about to



start to make them forget their battle with the elements.

Martial law having been declared, Earle saw one lone traffic policeman holding at bay on the causeway at least five hundred autoists anxious to cross to where their own property was located; not tramps, but the solid, conservative business men of Miami. And not a chance to defeat the efforts of that one representative of the law. All this time no gas, electricity, water or lights. Food of the canned variety, but that was all. Storekeepers generous in handing out food and not wishing to accept money for the same. Two nights of sleeping on floors, meals of near-beer, canned milk, some fruit and that was about all. And all the time whenever there was light, grinding, grinding, grinding with the moving picture camera for the rest of the world to see, and seeing, realize the extent of the catastrophe and then contribute to the cause of their fellow-beings in distress.

And always at his heels his faithful dog "Toots." Anxious, but unresponsive to caresses or occasional attentions during the storm and stress period, but once bound for the station seemingly with a realization that the first part of his master's work was completed, he jumped up with both forepaws to lick the face and hands of Earle as though in congratulation for "Well done, good and faithful servant."

Seemingly the worst part of the task was over. Forgotten were the boots and socks and clothes never removed during the two days and nights and the fatigue. But within fifty feet of the depot the second physical accident came. (The first had been from a missile projected by the wind which had caught Earle on the temple in the garage, and, inflicting a deep gash, had knocked him out temporarily). This second disaster was a truck smashing against his hip as the operator stood on the running board of his requisitioned car. He couldn't escape. Credit Miami with damage to Earle's hip and to the photographer wound stripe number two.

### A Mad Dash North

Miami was fast disappearing in the distance as the train sped toward Jacksonville. In the latter city at 6 A. M. Monday, the next problem was a plane to Atlanta. Three hundred and fifty dollars demanded, two hundred and fifty of this cash in hand, was the modest price asked by an altruistic sportsman named Price for the use of one of his planes. To him of no interest whatsoever that the rest of the United States should see these pictures, and their hearts and purses being touched would contribute assistance to his fellow Floridians. Business is business. Even when the money had with the greatest difficulty been raised by Earle, then the beggar went back on his agreement.

He preferred to fly to Miami anyway rather than carry him and his pictures to Atlanta. Thus eight precious hours lost (and only a newspaper man or news-reel manager or operator knows how precious they can be) and the regular air mail plane shoving off at 2.30 Monday afternoon on the Florida Airways line was the only alternative. From Atlanta, Doug Davis in a Baby Ruth machine took off with Earle but had to come down at Greenville at five-thirty that afternoon on account of darkness. In the latter town the flying news-cameraman just missed the train for Washington, D. C., on which a section had been reserved for him. Ultimately Wash-

## Casanave Making Headway With Ohio Assoc.

THE newly organized Associated Theatres of Ohio, established by Charles L. Casanave for Cleveland motion picture exhibitors and theatre owners, is making decided headway. Casanave's collective buying unit now totals twenty-two houses, the recent contractions being the Scoville Essick and Reiff circuit representing seven houses, Paul Gusdanovie's five theatres, Victor Wolcott's two theatres and other independent houses. The first aim of the organization is not to secure pictures at less money by collective, but to protect the investment of the theatre owner. As protection is gained through the power and prestige of combined theatre control, Casanave would like to have his organization described as "constructive, collective buying." The Associated Theatres of Ohio, besides buying pictures, will also establish an exploitation department and go in for collective equipment buying. Casanave remains as permanent head of the organization located at 401 Film Exchange Building, Cleveland, Ohio.

ington anyway. Again a plane with the terminal at Jersey City between three and four o'clock Tuesday afternoon. To the Pathe laboratories there and copies of the news reel were soon on their way to every part of the United States and abroad by steamer and Earle's work was done.

As Pepys would have put it in his diary, "And then to bed in a hospital in New York" and the story was told as far as the camera man is concerned. But not entirely.

The public will never know the rest. They will have seen the pictures on the screen and wonder mildly how they were gotten. But they will not know that the man who took them, forgetting everything else, hunger, cold, discomfort, physical pain, loss of sleep and all the incidental tragedies of working under such conditions, had just seen the loss of a year's work with a valuation of approximately thirty-thousand dollars worth of pictures. Gone never to be replaced and by the same hurricane that was to add to his stature and reputation as a daring operator. For almost one year Earle has been working in Miami on a series of pictures for the Chamber of Commerce of that city and for Pathe. Now he must start the work all over again. But in the hospital with the bulliest pluck in the world, he merely said, "Oh well; it's all part of the game; it might be worse."

That's all. Part of the tradition of the craft and why they make good. The Japanese earthquake did the same thing to his work of a year in the land of the Mikado, destroying one of the finest laboratories the Far East has ever seen, only a few days after it had been completed. By now, Earle's philosophy is not a temporal thing; it is part of his make-up. "It might be worse" as a slogan, might fittingly be borrowed by some of the rest of us.

## Exhibitor Assoc. of Michigan Postpones Meet

The seventh annual convention of the exhibitor association of Michigan, scheduled for Battle Creek, has been postponed to October 19th and 20th. The negotiations in the recent labor dispute are said to have been the cause of the postponement.

## Heavy Damage Is Done By Florida Storm

(Continued from page 1260)

Pensacola—Saenger, Isis, Belmont and Bonita.

Milton, Fla.—Imogene.

### Publix Midnight Matinees

Among the first answers to Florida's call for aid is the announcement issued by Publix Theatres Corporation to the effect that two hundred of its representative theatres, from coast to coast, will jointly stage midnight benefit performances next Saturday night, September 25th, with all proceeds going to the Florida Relief Fund. While it is impossible to predict the amount of money that will be secured, it will probably be the largest single donation ever raised for an emergency fund by any one organization as the theatres represented are among the largest and are located in America's largest cities.

They include the Rivoli and Rialto in New York City, the Metropolitan in Boston, the Buffalo in Buffalo, the Michigan in Detroit, the Balaban & Katz theatres in Chicago, the Missouri and Ambassador in St. Louis, the Newman and Royal in Kansas City, the Metropolitan and Million Dollar in Los Angeles, the Granada, California and St. Francis in San Francisco, the Howard in Atlanta, the Palace in Dallas, the Capitol in Des Moines, the Tivoli in Chattanooga, the Rialto in Denver and many others.

Instructions have been dispatched to all Publix theatres by Sam Katz, president, calling upon every local organization for full co-operation. The benefit performances are to include the full presentation of motion pictures and musical features. Local talent will be invited to participate and every effort will be made to make the event, collectively, the biggest civic demonstration ever achieved by a theatrical organization. Full returns are expected on Monday, Sept. 27th, at which time the accumulated receipts will be turned over to the Florida Relief Fund.

The Rivoli Theatre, New York, on Saturday will stage a big midnight benefit performance with all proceeds going to the Florida Relief Fund. This midnight performance will be one of 200 that will be simultaneously staged Saturday by Publix. The special performances at the Rivoli Saturday night will include the regular Rivoli program, consisting of the feature picture attraction, "You'd Be Surprised," starring Raymond Griffith, and the regular stage presentations.

## Philly Managers and Unions Work Harmoniously Again

The theatrical stage managers of Philadelphia have patched up the differences existing between themselves and the stage hands and operators by granting increases of approximately \$5.00 per week to the latter. Representatives from both organizations at the last conference agreed to these terms, although the final contracts between the organizations have not been signed. There remain now but the final details to be approved by the active members of the managers' association and the union. The musicians had their grievances amicably arranged some weeks ago with the granting of a new two years' contract which became effective on Labor Day.



## Douglas Fairbanks' Niece in New Swanson Film

Florence Faire, daughter of John Fairbanks, brother and former manager of the United Artists' star, has arrived in New York to play in "Eyes of Youth," Gloria Swanson's first production for United Artists. Miss Faire's real name, Florence Belle Fairbanks, was dropped though Douglas Fairbanks offered to help her in any way and declared that he had no objection to her using the family name for screen purposes. But Miss Faire said that she wanted to make her own way and her new name was decided upon at a conference at the Cosmopolitan studio with her mother and Albert Parker, the director, who made a screen test of Miss Faire when she graduated from college last year. It was Parker who showed the test to Miss Swanson who immediately telegraphed Miss Faire to come East for a part in the film play.

Other new players in the Swanson picture are John Boles, musical comedy star; Andres de Segurola, impresario and opera singer and Hugh Miller, who has been starred in English and German productions.

## Few New York Firms Seek Incorporation Charters

There was about the average number of motion picture companies incorporated in New York State during the past week. Records in the secretary of state's office show the following companies as having incorporated, the capitalization and the directors being given: Pond Amusement Co., Inc., \$100,000, Marcus Franks, Sophie Furman, Morris Jablow, New York City; Bamman and Fielding, Inc., \$25,000, Maurice L. Fielding, George Bamman, Eugene Donovan, New York; Chues, Incorporated, capitalization not specified, Francis P. Pace, Nathan Messinger, David J. Brown, New York City; Volga Photo Play Corporation, \$10,000, Vladimir E. Leslie, Alexis M. Joukovsky, Gabril W. Sollovieff, New York City.

## "Paying the Price" Supplants Columbia Working Title

The new Columbia film now in production, under the working title of "Paying the Price," has been given the release title of "Money Isn't Everything." Harry Cohn, vice-president and general production manager of Columbia Pictures, thought this move advisable in as much as the story is based on society and high finance. Ralph Ince, besides directing the picture, portrays the leading role with Dorothy Revier playing opposite him. In the supporting cast are Eugene Strong, Hazel Howell and Armand Kaliz. Dorothy Howell did the adaptation from a story by Harry Hoyt.

## Famous Players Canadian Opens London Office

N. L. Nathanson, managing director of Famous Players Canadian Corp., Toronto, has made formal announcement that his company has opened a booking office in London, England, for the purpose of looking over British film production with a view to its purchase for Famous Players' chain of 100 theatres in Canada.

## Increase in Motion Picture Exports During Month of July

**M**OTION picture exports during the month of July showed a decided increase over the preceding month, totaling 26,115,214 feet, valued at \$831,942, as compared with 20,384,572 feet, valued at \$618,993, according to the monthly report of the Bureau of Foreign and Domestic Commerce.

All classes of film showed decided increases over June, both in footage and value. July exports included 6,129,297 feet of unexposed film, with a value of \$109,990, as compared with 2,568,041 feet, with a value of \$76,049, in June; negatives, 731,224 feet, valued at \$159,619, as compared with 312,150 feet, valued at \$53,446, and positives, 18,043,787 feet, worth \$546,983, as compared with 15,713,391 feet, worth \$464,319. Our exports to non-contiguous territories totaled 1,210,906 feet, valued at \$18,350, as compared with 1,789,990 feet, valued at \$25,179.

Argentina took the place formerly occupied by Australia as the largest importer of positive films, taking in July 1,966,314 feet, valued at \$60,970, with Canada in second place with 1,628,337 feet, valued at \$47,853. The United Kingdom, as usual, was our best market for negative film, taking 484,102 feet, valued at \$121,835, but France was the largest importer of raw stock, taking 4,047,200 feet, valued at \$46,568.

## May Get Copyright Protection

Showing of Picture Simultaneously in Union and Non-Union Country Deemed Sufficient

**T**HAT the publication (showing) of a picture in a country which is a member of the Copyright Union simultaneously with its release in a non-Union country guarantees full copyright protection for the film is the opinion of Fritz Ostertag, Director of the International Bureau of Artistic and Intellectual Property at Berne. This interpretation of the articles of the International Copyright Conference of Berlin of 1908 sounds the virtual death of the "piracy" practice, although the United States is not a member country.

This opinion was secured by the Department of Commerce through Bernard A. Kosicki, Division of Commercial Law. The Ostertag opinion may not be accepted as indisputable, Kosicki points out, because interpretation of the Convention rests with tribunals of the Union country before which the question may be raised. However, states Kosicki, the opinion makes protection for films under the stipulated conditions "reasonably certain."

The countries which form the Copy-

right Union and which are bound by the articles of the Convention of 1908 are as follows: Australia, Austria, Belgium, Bulgaria, Brazil, Canada, Czecho-Slovakia, Danzig, Denmark (including Faroe Islands), France (including the French colonies, Algeria, and the mandates Syria and Lebanon), Germany, Great Britain (including colonies, possessions, certain protectorates, and the mandate Palestine), Greece, Haiti, Hungary, Italy, Japan, Liberia, Luxembourg, Morocco (excepting Spanish zone), Monaco, Netherlands (including Dutch East Indies, Curacao and Surinam), New Zealand, Norway, Poland, Portugal, (including colonies), Spain (including colonies), Sweden, Switzerland, Tunis and the Union of South Africa.

## Clark - McWilliams - McDonald Merges With M. Amuse.

Dispatches from El Dorado, Ark., announced the consolidation of the Maleo Amusement Company controlled by M. S. McCord, with the Clark-McWilliams-McDonald Company, of El Dorado. The new company will be known as the Arkansas Amusement Enterprises, Inc., and will have \$500,000 capital of which \$300,000 has been paid up.

The newly elected officers of the new company are M. A. Lightman, president; W. F. McWilliams, vice-president; E. J. Clark, secretary and treasurer, and M. S. McCord and M. J. Pruniski, directors.

The McCord houses taken over are Majestic, Princess and Plaza in El Dorado; Joy and Palace in Smackover; Rialto, Camden; Queen, Hope, Ark.; Princess and Strand, North Little Rock, and Plaza, Little Rock. The other houses included in the merger are the Rialto and Mission at El Dorado.

## Albany Plans Better Film Salesman Methods

**A**N effort is to be made in the Albany district to bring about cleaner methods in selling among the film salesmen of that city, and to that end there will be a meeting and dinner at one of the Albany hotels on Monday night, September 20. All exchange managers and film salesmen in the city have been invited to attend and there will be a number of short talks on salesmanship. Alec Herman, who is the president of the Albany Film Board of Trade, will preside.





J. S. MacLeod

## FIRE PREVENTION REEL MADE Visualization of M. P. P. D. A. Efforts

**T**HROUGH the cooperation of the executives of the companies comprising the Hays organization, a one-reel picture dealing with the fire hazards to be avoided in film exchanges, is being directed by J. S. MacLeod, Manager of Exchange Maintenance for Metro-Goldwyn-Mayer. It will be titled "A Reel Exchange."

For three years the fire prevention committee of the Hays organization has labored in instructing exchange employees on the matter of housekeeping, and fire prevention and the reel will be a supplementary visualization of the teachings of the Committee.

It will be amusing as well as instructive and interesting, according to MacLeod who also prepared the script. At a later date each local Film Board of Trade will be given further details regarding the exhibition of the picture.

career as an exhibitor has been his gift as a public speaker, coupled with active and energetic public service work of a practical and constructive sort. He has always earnestly advocated that the exhibitor should take his place as one of the leading citizens of his community, which, as the industry learned early after Mr. Woodhull came into prominence, was exactly what he himself had done in his home town. During the last few years, also, he has made numerous addresses before women's clubs, merchants' associations, and other civic organizations in many cities, and has presided or spoken at important dinners of the industry on many occasions.

## License Granted for Theatre in Residential Minneapolis

A special dispensation was seen this week in the granting of a license for a motion picture theatre in a residential section of Minneapolis. The license was given William L. Lydick over the protest of residents of the district when it appeared that the alderman of the ward, C. H. Rudsil, favored the grant. The matter was carried to the council floor where the vote was 24 to 2. It is said the action will lead to rehearing of other applications that have been turned down.

# Woodhull's Theatre to Stanley

## Exhibitor Leader Also Resigning as Official of M.P.T.O.A.—Future Plans Not Announced

**R.** F. WOODHULL, one of the best known exhibitor leaders in the country and former President of the M.P.T.O.A., announced this week that he had sold his theatre, the Baker, at Dover, N.J., to the Stanley-Fabian Corporation. Mr. Woodhull's partner, Henry Baker, also disposed of his interest and Stanley-Fabian took over the operation of the house on September 13. The new manager of the Baker is Ray J. Duserne, formerly manager of the Fox Terminal Theatre, Newark. The personnel otherwise remains unchanged.

At the same time, Mr. Woodhull announced that he was forwarding his resignation as national director and member of the finance committee to national headquarters of the M.P.T.O.A. He is also resigning from the Jersey M.P.T.O.

No announcement of his future plans was

made by Mr. Woodhull, but when the sale of his theatre became known the hope was expressed in many quarters that he would remain in the industry.

The Baker Theatre, under Mr. Woodhull's direction, became known as one of the best houses in any small city, and has established a reputation as a genuine community center, besides being a fine money-maker.

The rise of Mr. Woodhull to a commanding position in exhibitor circles is well known throughout the trade. He was for three years President of the Motion Picture Theatre Owners of New Jersey, and quickly took an important part in the councils of the national organization. For several years he has been a member of the national board of directors; served for a year as its chairman; and, in Milwaukee last year, was chosen President of the national organization, being succeeded at the Los Angeles convention last June by Eli Whitney Collins, of Arkansas.

A conspicuous feature of Mr. Woodhull's

## Distinctive Pictures Files Bankruptcy Petition

Distinctive Pictures Corporation, 311 Madison Avenue, New York City, has filed a voluntary petition in bankruptcy in the U. S. District Court. The liabilities are placed at \$394,397.17, assets at \$132,033.15. Included among the creditors are Guaranty Trust Company, \$293,625; Jetta Goudal, \$89,000; estate of William Archer for royalties on "The Green Goddess," \$22.56.

## Famous Declares Regular Quarterly Dividend

At a meeting held Monday, September 13th, the board of directors of Famous Players-Lasky Corporation declared the regular quarterly dividend of \$2 per share on the preferred stock, payable November 1st, 1926, to stockholders of record at the close of business on October 15th, 1926. The books will not close.



R. F. Woodhull

## Theatre Men Interested in Fight of Sesqui-Centennial to Continue Sunday Show

**M**ANAGERS and theatre owners of Pennsylvania are keenly interested in the fight being waged by the managers of the Sesqui-Centennial Exposition in Philadelphia to keep the exhibition open on Sundays as the managers feel that the result of this controversy will determine finally whether pictures and theatricals may legally be offered to the public on Sunday.

As it stands now Judge William H. Hargest, in the County Court in Harrisburg, has handed down an opinion that the Sesqui cannot be kept open on Sundays. This ruling is subject to appeal to the higher Courts and, owing to the fact that thirty days is allowed for the filing of such an appeal, the Exposition can continue to open on Sundays until the middle of October. If the right of appeal is obtained in the interim, the Sesqui can continue to operate Sundays at least until the question is finally disposed of by the Court.



## Warner Bros. Take Over N.Y. Colony Oct. 7th

ON Saturday night, October 2nd, the Colony Theatre in New York will be taken over by the Warner Bros. for the installation of the Vitaphone, which opens there in conjunction with the premiere of "The Better 'Ole" on October 7th.

Besides accompanying the film the Vitaphone will display the talents of Al Jolson, George Jessel, Elsie Janis, Willie and Eugene Howard and Reinhold Werrenrath, celebrated baritone. Additional artists who will lend versatility to the program are The Four Aristocrats, who will give a musical act of popular qualities.

There is very little screening remaining to be done on the Vitaphone features, Jolson, Jessel and Miss Janis having completed their acts. Werrenrath will complete his with the singing of "The Long, Long Trail" and "Heart of a Rose." The four aristocrats will then be screened. Herman Heller will have charge of the special musical accompaniment to be synchronized with the film.

## Joan Crawford Selected for Lead in "Taxi Dancer"

After going through a list of players to portray the role of Joselyn Poe in "The Taxi Dancer," Metro-Goldwyn-Mayer executives have decided upon Joan Crawford to play the part of the heroine in Robert Terry Shannon's story of the night clubs of New York. Miss Crawford was chosen from twenty-one other girls, and originally was not considered available for the part. It is her biggest role to date and one that will test her ability to the full. A. P. Younger has just finished the film continuity and adaptation of the Shannon novel. Harry Millarde will direct the picture. Bernard Hyman, assistant to Irving Thalberg, will supervise the production.

## Dorothy Sebastian Signs Contract With M-G-M

Metro-Goldwyn-Mayer has placed Dorothy Sebastian under a new contract whereby her services will be retained for exclusive use by that company. Miss Sebastian appeared in "Winds of Chance," "Sackcloth and Scarlet," "Bluebeard's Seven Wives" and other films. She has also recently appeared opposite Tom Mix and Raymond Griffith. Prior to her entrance into pictures Miss Sebastian was a prominent figure on the musical comedy stage and appeared in George White's Scandals and other productions.

## Georgia Hale in "The Man of the Forest"

In Paramount's picturization of the Zane Grey story, "The Man of the Forest," Georgia Hale will be the feminine lead. Miss Hale has just finished a featured role in "The Great Gatsby," a Herbert Brenon production. In the Zane Grey story Miss Hale will play opposite Jack Holt. John Waters will direct the picture which is being adapted by Walter Woods and scenarized by George C. Hull.

# F. N. Names Five for October

East and West Coast Units Busy With Six in Preparation and Four in Work

FIVE productions will be released in October by First National, namely: "Don Juan's Three Nights," "Mismates," "The Prince of Tempters," "Forever After" and "Midnight Lovers."

The six productions on which shooting is proceeding and which are expected to reach completion within the month are: John McCormick's "Orchids and Ermine," starring Colleen Moore; "The Lady in Ermine," starring Corinne Griffith; "The White Black Sheep," starring Richard Barthelmess; "Long Pants," starring Harry Langdon; "Not Herbert," made under the production management of Ray Rockett and featuring Ben Lyon in the male lead; and "The Blonde Saint" with Sven Gade directing for Sam Rork and Doris Kenyon and Lewis Stone in the leading roles.

The four productions which have just been completed and are now ready to leave the cutting room are "Synecopating Sue," starring Corinne Griffith; "Stepping Along," starring Johnny Hines; "The Flame of the Border," starring Ken May-

nard and "Just Another Blonde," an Alfred A. Santell production for Al Rockett's unit featuring Dorothy Mackaill and Jack Mulhall.

Among the four productions on which shooting has just been started or will start within the next few days the most important is the new Robert Kane special. As yet no definite title has been set for this picture but Dorothy Mackaill will have the leading feminine role and Lothar Mendes will direct. The continuity was written by Willis Goldbeck.

The three remaining pictures are a Johnny Hines comedy not yet definitely christened; June Mathis' production of "Here Y'Are Brother," from the story by Dixie Wilson, which Balboni will direct; and "McFadden's Flats," with Charlie Murray and Chester Conklin playing important parts. Richard Wallace will direct "McFadden's Flats." The continuity was written by Wallace, Rex Taylor and Jack Wagner. The cast of "Here Y'Are Brother" includes Lewis Stone, Billie Dove and Lloyd Hughes.

## Schedules Vitaphone Opening

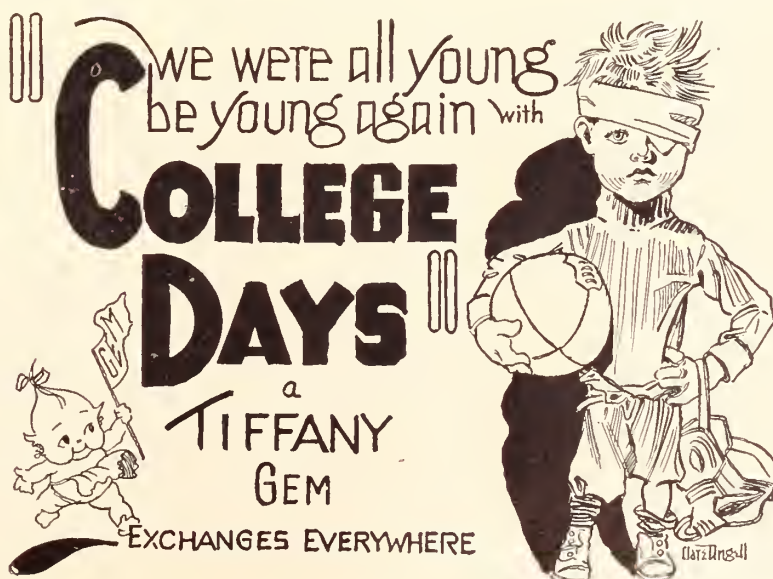
Sam Warner Attends Chicago Premiere; Device Soon Installed in Egyptian

WITH theatres in four cities now running Warner Bros. "Don Juan," with Vitaphone accompaniment, indefinitely, the company is now preparing the installation of the synchronizing device in the Capitol Theatre, St. Louis, the next city chosen for the showing of the Barrymore starring vehicle.

The cities in which the picture and the newest device for synchronizing the film and the music are running, include New York, where the world premiere was held, in the Warner Theatre; Chicago, where it is playing at the McVickers Theatre; Atlantic City, at the Globe Theatre, and in Grauman's Egyptian in Hollywood.

Sam L. Warner attended the opening of the picture in Chicago last week. On his return to this city he expressed himself pleased with the manner in which the event was handled in the windy city. "The audience was really a brilliant one," said Warner. "It represented all the arts and sciences as well as society." Four weeks previous to the opening the city was well informed as to the opening date through a heavy advertising campaign.

Despite the fact that the Vitaphone has not as yet been installed at Grauman's Egyptian, the picture has succeeded in attracting patronage on its own merits says Warner.





## Montana Exhibitors Fined on Bicycling Charges Under Copyright Law

**I**N the first criminal proceedings brought against alleged bicyclers of film, three exhibitors were convicted this week in Federal Court at Great Falls, Montana, and fined \$300 for violation of the copyright laws. This is the first step in a nation-wide campaign sponsored by the Films Boards of Trade, in which the copyright law will be invoked against all alleged bicyclers.

The exhibitor defendants in Montana were Carl and Marius Anderson and R. D. McDaniels, of Kalispell.

Gabriel L. Heßs, general attorney for the Hays organization, estimates that distributors are robbed of \$1,000,000 a year through bicycling of film. Conviction on the charge carries a penalty of a fine from \$100 to \$1,000 or a year's imprisonment or both.

Cases of alleged bicycling are also being brought before Arbitration Boards. In Philadelphia, Harry Perlman, owner of the West Alleghany and Lehigh theatres, was brought before the board on a bicycling charge and fined \$246.

The charges were brought by Pathe, Educational and Electric Theatre Supply Co. Perlman admitted the charges and declared that he had been assured by film salesmen that there would be no objection to playing the pictures in both his theatres under one rental price.

## Fewer Rejections by Penn Board

Censor Collections for Year 1925-26

Exceed Disbursements by \$61,429.02

**T**OTAL money collected by the Pennsylvania State Board of Motion Picture Censors for the fiscal year ended June 30, 1926, exceeded by \$61,429.02 the total disbursements against the State appropriation for maintenance of the Board, as shown by the annual report just issued by Joseph A. Berrier, executive clerk to the Board, from his offices in the capitol at Harrisburg, Pa.

Mr. Berrier's report shows also that there were considerably fewer complete subjects rejected by the censors than in the average year, the number being only 18. There were, however, 3,007 complete subjects modified out of 17,449 examined.

Ninety-five complete reels were disapproved, while 15,429 reels were modified, out of a total of 44,403 examined.

The total of all cash collections was

\$121,304, and the total disbursements against appropriation was \$59,874.98.

The Board's detailed report, as prepared by Mr. Berrier, is as follows:

FISCAL YEAR, JUNE 1925 TO JUNE 1926	
Total amount collected.....	\$121,304.00
Amount collected, examination of original and duplicate reels .....	\$107,908.00
Amount collected for sale of substituted approval seals .....	2,671.20
Amount fines for violation of Act .....	725.00
Total disbursements against appropriation .....	59,874.98
Subjects:	
Number physically examined.....	4,449
Number examined .....	17,449
Number approved .....	14,424
Number disapproved .....	18
Number modified .....	3,007
Reels:	
Number physically examined .....	11,916
Number examined .....	44,403
Number approved .....	28,879
Number disapproved .....	95
Number modified .....	15,429
Number of eliminations .....	19,742

## London to Discuss Propaganda

Ottawa Kiwanis Club Informed Imperial Conference to Consider Influence of Film

**T**HE Ottawa Kiwanis club at a recent meeting was informed by Raymond S. Peck, director of the Canadian Government motion picture studio at Ottawa, Ontario, that the subject of motion picture production would be brought up for discussion at the Imperial Conference of Premiers of the British Empire to be held in London, England, in October.

Peck declared that the film industry had grown to such size and its influence for propaganda and advertising had become so great that the future of the business was causing serious concern in many countries. American ideas and ideals were being gen-

erally circulated throughout the world because of the predominance of American films. So serious was the controlling influence of the United States in this field that the British Imperial Government had been seeking some means of encouraging home industry, he said.

Mr. Peck has long been an advocate of a proposal to encourage producers of the United States to make a certain percentage of their film features in Canada so that the production would meet the qualifications of British Empire-made pictures for circulation throughout the Empire and in foreign countries.

## Columbia Exchanges Denver Last Link in Gotham Chain

Through Budd Rogers, vice-president of Lumas, and J. T. Sheffield of Denver for Columbia Exchanges of Denver, Colorado, and Salt Lake City, Utah, contracts were signed last week whereby the exchanges will distribute Gotham product in the states of Colorado, New Mexico, Utah and Wyoming. This completes the chain of distribution offices handling Gotham productions, and Sam Sax, president of Gotham and Lumas, has made known the fact that his efforts from now on will be concentrated on production.

## Arlette Marchal in "Wings" as French Cabaret Girl

Arlette Marchal, a Paramount featured player, has been given the part of a French Cabaret girl in "Wings," the John Monk Saunderson story of the air service in the World War. This, it is said, is the best role given the French actress since her arrival in this country. The "Wings" company is now on location at San Antonio, where the filming is in progress on the air sequences which culminate in the battle of St. Mihiel. More than 300 planes will participate.

## Joe Cooke New Production Manager of Preferred

Joe Cooke who came from Columbia Pictures at assistant production chief to Preferred Pictures, has been advanced to the position of managing production chief following the resignation of Harry Kerr. Cooke has been in the industry for several years, having started as property man.

## Oct. 9th Day of Honor for Reginald Denny

**I**N honor of Reginald Denny, whose first "bigger and better" production, "Take It From Me," will be released on that date, October 9th has been designated by Universal as National Denny Day. Universal exchange men and others in the organization have been instructed by Carl Laemmle to extend themselves to the limit in making October 9th and the following week a time of tribute to Denny. More than five hundred theatres will play "Take It From Me," starting October 9th. Other theatres have arranged to show former Denny pictures on the 9th and during the ensuing week.



Reginald Denny

Four Denny productions are finished, in work or in preparation. "The Cheerful Fraud" is now being filmed. "The Four Flusher" and "Fast and Furious" are being adapted and will go into production as soon as the star reaches them. Denny's pictures were formerly marketed as Universal Jewels. On this season's program they are rated as Reginald Denny Productions. Phil Dunas, former Minneapolis exchange manager, has been appointed sales director of the series and is now devoting his time to the promotion of National Denny Day.



## Universal Ready to Start "The Big Gun"

"The Big Gun," the forthcoming Universal Navy picture, is scheduled to go into production soon with Harry Pollard directing. He will start camera work on it as soon as he finishes "Uncle Tom's Cabin." A special visit was made to Washington, D.C., by E. J. Montagne, Universal West Coast chief, for the purpose of conferring with Richard Barry, author of the story. Arrangements were made whereby the U. S. Navy will cooperate with Universal in the filming of the picture.

Carl Laemmle has designated George Lewis as the star in "The Big Gun." Universal will make every effort to make the film one of the most spectacular on their 1926-27 program. Barry, the author, worked with Montagne and Harry Dittmar on the script.

## "Fourth Commandment" Prints Arrive at "U" Office

Emory Johnson's first production for Universal, "The Fourth Commandment," has been completed and has arrived at the Universal home office in the East. The executives of the company have waxed enthusiastic over the performances of the two different types of mothers, Belle Bennett and Mary Carr. The story, which is built around the "Honor thy father and thy mother" theme, was written by Mrs. Emilie Johnson, the director's mother. In the east are Henry Victor, June Marlowe, Robert Agnew and Kathleen Myers and Wendell Phillips Franklin, a new screen child star. No definite information as to the release date of the production has been issued as yet.

## Other Brands Than P. D. C. for N. Y. Hippodrome

IT might be inferred that Keith-Albee Hippodrome in New York belongs to Producers Distributing Corporation since Keith-Albee is a part of P. D. C. However, this is not the case. In a statement issued this week the Keith-Albee organization makes plain that P. D. C. does not own a monopoly on the Hippodrome screen but on the contrary must compete with other companies for bookings at the house. It is because of the many millions that have been invested in the Hippodrome that this protection must be resorted to. Therefore, all P. D. C. pictures to reach the Hippodrome screen must be equal, if not better in quality than competitive production aiming to be shown at the Keith-Albee house.

For the first five weeks of the present season the Hippodrome has booked four P. D. C. films in competition with the product of other films, "Young April" was chosen as the film feature for the opening week of August 29th. "Risky Business" followed the week of September 5th. This was followed by Universal's "Poker Faces" and this week another P. D. C. production, "For Alimony Only," is being shown at the Hippodrome. The week after next "Gigolo," starring Rod La Rocque, will replace "For Alimony Only," making four P. D. C. attractions in six weeks.

# Six Tiffany Pictures Finished

Three More on 1926-27 Program Started;  
Remainder of Twenty in Work Soon

SIX pictures on the Tiffany Productions' program for 1926-27 have been finished and three more of those scheduled for this season have been put into production. Preparations are now under way for the filming of "Wild Geese" which will be a special production.

The six productions now completed are "Lost at Sea," a Louis Joseph Vance story directed by Louis Gasnier; "That Model from Paris," suggested by a story of Gouverneur Morris, also directed by Gasnier; "Fools of Fashion," a George Randolph Chester story directed by James C. McKay.

"College Days," by A. P. Younger, which was directed by Richard Thorpe under supervision of the author; "The First Night," a farce comedy by Frederica Sagor,

also directed by Thorpe; "One Hour of Love," based on the story by Leete Renick Brown and directed by Robert Florey and "Joelyn's Wife," from a suggestion in a story by Kathleen Norris. Pauline Frederick is starred under the direction of Richard Thorpe.

Those now in production are "Sin Cargo," "Lightning," a Zane Grey story, "Redheads Preferred" and "Enchanted Island."

Some of the other pictures scheduled for early filming on the Twenty Gems from Tiffany for 1926-27, include "Squads Right," "Husband Hunters," "Flaming Timber," "The Song of Steel," "Snowbound," "Tale of a Vanishing People" and "The Broken Gate."

# P.D.C. Productions Progressing

Both DeMille and Metropolitan Studios  
Cramped for Space With Heavy Schedule

THOUGH additional space and equipment have been added to the De Mille studio, the production units at present making Producers Distributing Corporation releases are experiencing working room difficulties owing to the heavy schedule.

"The King of Kings," Cecil B. De Mille's personally directed picture, is coming along rapidly despite technical difficulties which naturally arise in the production of a picture of this nature. Two of the big sets have already been erected.

J. Duncan Gleason, marine artist, is working with Rupert Julian in an advisory capacity on "The Yankee Clipper," which is to have an elaborate production. William Boyd and Elinor Fair are featured in this story of the sea.

The company making the Rod La Rocque starring vehicle, "The Cruise of the Jasper B," is at present doing exterior scenes at Catalina Island. Mildred Harris has the chief feminine role in this Don Marquis story.

Jetta Goudal's second starring production, "Fighting Love," will be directed by Nils Olaf Chrisander, whom De Mille recently brought to America from Berlin, where he was at one time director-general of Ufa. "Fighting Love" is an adaptation of the novel by Rosita Forbes. Victor Varconi and Henry B. Walthall head the cast.

Director Paul Sloane is now cutting "Corporal Kate," the newest Vera Reynolds starring feature, and Clara Beranger is completing the adaptation of Avery Hopwood's farce, "Nobody's Widow," in which Leatrice Joy will next star under the direction of William De Mille.

At the Metropolitan studio, Marie Prevost is in the midst of "Man Bait," which Donald Crisp is directing.

The Mammoth Caves of the Santa Cruz Islands furnish the background for much of the action of "Jewels of Desire," Pris-

cilla Dean's current Metropolitan picture, and the star and her company are now on location there. Paul Powell is directing this Agnes Parsons story, with John Bowers, Walter Long, Luke Cosgrave, Ernie Adams and Raymond Wells heading the supporting cast.

F. McGrew Willis has practically completed the adaptation of "No Control," the next Metropolitan picture to go into production. Harrison Ford, Phyllis Flaver and Director Scott Sidney will be associated in the filming of this Frank Condon story.

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## Fleck Becomes Casting Head F. P.-L. Long Island Studio

Fred A. Fleck last week assumed his new duties of casting director of the Long Island studio of Paramount which position was open because of the resignation of William Cohill. Fleck has been an assistant director for the last six years, several of them being employed in the service of Famous Players-Lasky. In that period of time he has worked under Sidney Oleott, Malcolm St. Clair, Monta Bell, Edward Sutherland, Dimitri Buchowetzki and Maurice Tourneur. During the late war Fleck held a unique position, that of photographing all the major surgical operations for the archives of the Medical Corps. Edgar Scott Spargo, son of John Spargo of Exhibitor's Herald, and former owner and operator of a screen test studio in New York, will act as assistant to Fleck.

## Casting Completed for "The Flaming Forest"

Casting has been finished for "The Flaming Forest," the Cosmopolitan production of an adaptation of James Oliver Curwood's story of the same name, now being filmed at the Metro-Goldwyn-Mayer studio. Antonio Moreno and Renee Adoree are the principals in the film and they will be supported by Gardner James, Oscar Beregi, Bert Roach, Tom O'Brien, Claire McDowell, Charles S. Ogle, Emil Chautard, William Austin, Clarence Geldert, Frank Leigh, Roy Coulson, D'Arcy McCoy and Mary Jane Irving. Reginald Barker is directing.

## "Sweethearts in Every Port" For W. C. Field

"Sweethearts in Every Port," a story by Tom Geraghty, is the title of the third Paramount starring vehicle to be done by W. C. Fields. It is claimed that the story will give Fields an unusual opportunity for comedy characterization with a background altogether new to motion pictures. Fields will play the role of captain of a canal barge who has never been down to the sea in ships, but who, nevertheless, considers himself a great sea captain.

## D. W. Griffith to Direct Richard Dix

D. W. GRIFFITH will direct Richard Dix in "The White Slave" for Paramount. The adaptation of Bartley Campbell's stage



D. W. Griffith part than in which he has hitherto appeared.

Before starting on the Griffith production Dix will make "Paradise for Two," from an original story by Howard Emmett Rogers. Gregory La Cava will direct.

## Emil Jannings Sailing for America Sept. 26th

EMIL JANNINGS, Europe's foremost actor and star of "Variety," "The Last Laugh," and other important screen achievements, sailed for America on September 26, according to a cablegram received last week by Jesse L. Lasky. Shortly after his arrival here, Jannings, who is accompanied by George Witte, secretary to Eric Pommer, will start work on the first of his series of starring Paramount specials. The company's editorial department now has under consideration several outstanding literary pieces as vehicles for Jannings. At the Paramount studio Jannings will be associated with Eric Pommer, now producing at the West Coast studio.

## Roy Briant Made Assistant to Julian Johnson

Roy Briant, Broadway playwright, has been made assistant to Julian Johnson, film and title editor at the Paramount Long Island studio, by William Le Baron, associate producer. Paramount signed Briant to an exclusive contract after his first independent titling work which was "Tin Gods," starring Thomas Meighan. Briant is the author of "The Adorable Liar," the Selwyn comedy now playing at the 49th Street Theatre in New York. He has had an interesting and varied career, having been at different times jockey, cowpuncher, honkytonk piano player, actor, stage director and student at Bethany College where he was graduated. In the past eight years he has written thirty-eight one-act dramatic sketches and three full-length plays.

## "When the Wife's Away" Now Ready for Release

Columbia's production of "When the Wife's Away," starring George K. Arthur, has been completed at the Columbia studio and is now ready for release. Harry Cohn, vice-president and director-general of production, supervised the proceedings while Frank R. Strayer did the directing. Besides Arthur the cast includes Dorothy Revier, Harry Depp, Ned Sparks, Ina Rorke, Lincoln Plumer, Bobby Dunn and Tom Ricketts.

"Obey the Law," starring Bert Lytell, will follow "When the Wife's Away" on the Columbia release schedule.

## Gotham Offers Two Releases for September

During the month of September Lumas Film Corporation will offer for release two productions from the Gotham West Coast studios, "The Black Signal" and "The King of the Pack." The first is a melodrama dealing with railroad life, starring Ralph Lewis, and directed by Frank O'Connor. In the second picture the late canine star, Peter the Great, appears. It is the last but one picture in which this famous dog star will be seen in. Included in the cast are Charlotte Stevens, Robert Gordon and Vera Lewis. Frank Richardson directed.

## Four F. P.-L. Stock Players in Neilan Production

Four members of the Famous Players-Lasky stock company have been cast for important roles in "Everybody's Acting," Marshall Neilan's production which he is making independently for Paramount. Betty Bronson who made her screen debut under the Paramount banner and who recently became a star of that company, has the leading part. Lawrence Gray, who plays opposite Miss Bronson, is another Paramount contract player who was discovered one year ago and who has appeared only in pictures of that organization. Ford Sterling, an exclusive Paramount player, has the role of Michael Poole in the Neilan production. The fourth stock player of the company to sign for "Everybody's Acting," is Jocelyn Lee who plays Barbara Potter.

## Maynard's Third F. N. Film at Half-Way Mark

Ken Maynard's third picture for First National, "The Flame of the Border," is about half finished according to Charles R. Rogers, producer of the series of Westerns. The unit has just returned from location in South Dakota and will complete shooting on the Coast. In the cast are Ken Maynard, Kathleen Collins and Chief Yowlachie. Al Rogell is directing. "The Unknown Cavalier," the second of the Ken Maynard features for First National, will be released late in November. Rogers is now in New York conferring with General Manager Richard A. Rowland anent forthcoming Maynard releases.

## "Charleston Kid" Changed to "Just Another Blonde"

"The Charleston Kid," the Alfred Santell production starring Dorothy Mackaill and Jack Mulhall, has undergone a change of title and will be known hereafter as "Just Another Blonde." The production, the third to be made by Al Rockett at the First National New York studio, is now in the cutting room. Louise Brooks and William Collier, Jr., are featured supports in the cast.

## Billie Dove Signs for First National Pictures

Billie Dove, through an arrangement with Charles R. Rogers, has been signed to a long term contract by First National. She has been cast for the June Mathis production of "Here Y'Are Brother," adapted from the story of the same title by Dixie Wilson. Lewis Stone is also slated. Balboni is scheduled to begin production on the West Coast around October 4th.

## McCormick Signs Y. D'Avril to First National Contract

A long term contract for First National productions has been awarded Yola D'Avril whom Jean Patou, beauty expert, called the most graceful girl in France. Miss D'Avril, originally a dancer, appeared in many of the European capitals with considerable success, culminating her success in a French motion picture.



## Intense Rivalry Among F. N. Exchanges

**I**N spite of the fact that Cleveland, representing the Southern division of First National in the Lieber month drive for increased sales, still maintains her position of first place, the other territories are doing unprecedented business in an endeavor to wrest the leadership from her. New Jersey, for the East, is a close runner-up, Minneapolis, in the West, has displaced Milwaukee for third place. In Canada, Toronto has taken the lead over Montreal. Robert Lieber, president of First National, in whose honor the drive is being forwarded, is an interested spectator of the race.

## Buck Jones Ready to Resume Work in "Desert Valley"

Having toured Europe and put in another month touring America, Buck Jones, Fox Films Western star, is now in Hollywood preparing to resume work. His first picture will be "Desert Valley," adapted from the novel by Jackson Gregory. Scott Dunlap has been signed to direct, and the production gets under way within a week. Lambert Hillyer, another Western director, is preparing the second Jones vehicle, an original that has not been given a permanent title. Jones will also star in "Kit Carson," now in preparation, based on the life of the celebrated figure of the old West.

## "The Waiter at the Ritz" Ray Griffith's Next

The intensive search instituted by James Cruze, Raymond Griffith and the Paramount story department for a subject suitable for the combined efforts of the director and the comedian was ended this week when the stage play by W. Somerset Maugham, "Jack Straw," was decided upon, its working title to be "The Waiter at the Ritz." Work is scheduled to start on October 1st. Julien Josephson, who prepared the scenario for "The Eagle of the Sea," is preparing the adaptation.

## "War Paint" Release Title of First Tim McCoy Western

"War Paint" is the release title announced for the first Metro-Goldwyn-Mayer Western starring Colonel Tim McCoy. This adaptation of a story by Peter B. Kyne has been hitherto known by the working title of "Rider of the Plains." In addition to McCoy the cast contains Pauline Starke, Charles French, Karl Dane and Chief Yowlachie. W. S. Van Dyke directed.

## Ingram Sails for Europe to Make "Garden of Allah"

After a short business sojourn in New York City, Rex Ingram sailed for Europe last Saturday, September 18th. In Europe he will film "The Garden of Allah," Robert Hichens' novel for Metro-Goldwyn. He will be joined in Nice, France, by Alice Terry now co-starring with Ramon Novarro in "The Great Galeoto." Miss Terry has the leading feminine role in the Ingram production.

# Fox Film Schedule Maintained

## Halfway Mark Reached; 14 Feature Productions Finished and as Many in Work

**F**OX FILMS production schedule for the current season is rapidly approaching the halfway mark, fourteen productions having already been completed and as many more at present in work at the East and West Coast studios. At the Western plant Fox has eleven pictures in work and three or four units are now engaged in filming scenes in the East.

At the Tenth Avenue, New York, studio Allan Dwan is applying the finishing touches to "Summer Bachelors" and also preparing for filming of "The Music Master." Irving Cummings arrived here last week to make "Bertha, the Sewing Machine Girl" and he will soon be joined by Alfred E. Green, who will start the picturization of "The Auctioneer."

Studio space at the West Coast plant is somewhat cramped with eleven units working on new vehicles. John Ford is directing "Mother Machree" and Frank Borzage is handling the megaphone on "Seventh Heaven." Raoul Walsh is dividing his time between directing "The Monkey Talks" and in cutting and titling "What Price Glory."

"Going Crooked," under George Medford's direction, is almost finished. J. G. Blystone is making "On the Wings of the Storm," a canine story featuring Thunder, the latest dog star, in which Virginia Browne Faire and Reed Howes play the human leads.

Howard Hawkes is filming a story titled "Gaby," based on the life of the internationally known actress, Gaby Deslys. R. William Neill is directing "The City" from the play by Clyde Fitch. F. W. Murnau is making preparations for the filming of the story based on an idea suggested in Hermann Sudermann's novel, "A Trip to Tilsit."

Edmund Lowe and Lila Lee are at present in England making scenes for "One Increasing Purpose"; they expect to finish and return to Hollywood within the next few weeks. Tom Mix is busily engaged on his next production, "The Canyon of Light," with Dorothy Dwan as his leading lady.

Buck Jones has just started his third production for this season's program, titled "Desert Valley."

## "Les Miserables" in Two Parts

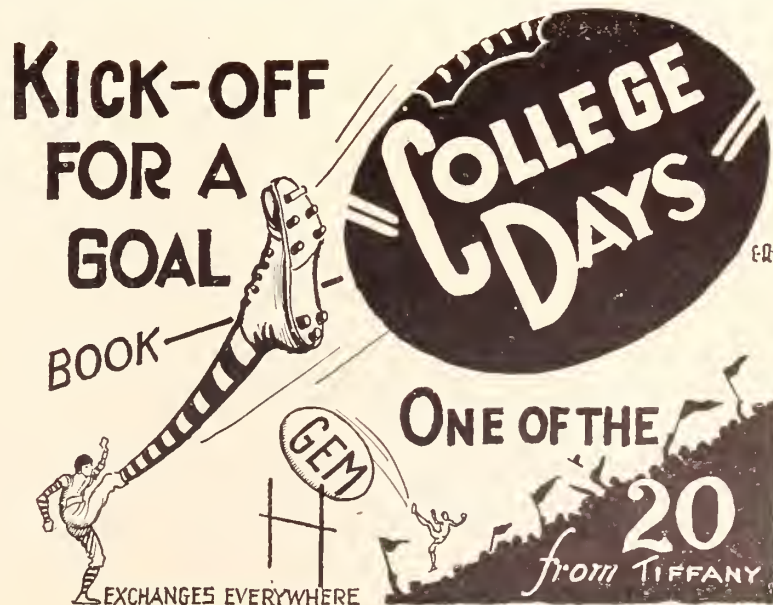
### Nine Reel Installments Run Successive Weeks Decided by Carl Laemmle

**C**ARL LAEMMLE has decided that Universal will release "Les Miserables," the Universal-Film de France production, in two nine-reel installments to be booked and shown on successive weeks. The picture has been exhibited in this manner in England and Universal claims the manner of presentation met with popular favor.

The two installments are complete in themselves says Universal, the first part, titled "The Soul of Humanity," deals with the life of Jean Valjean through many adventures and ends with a climax and stopping point in his career; the second part, known as "The Barricades," takes

up the thread of his life years later through the scenes for which one of the French revolutions in the early days of the Nineteenth Century forms the background.

The Laemmle decision is due to the answers to questionnaires sent out by Universal on the subject of the proper length at which the picture should be shown. Most of these answers, says Universal, evidenced a desire to see the production in its full length and admitted a willingness to see it in two installments. As evidence of the fact that the public is not averse to this form of presentation several examples of installment entertainment were pointed out in the letters received.





## Resume of Current News Weeklies

**KINOGRAMS NO. 5223:** Washington—25,000 members of Ku Klux Klan parade through Capital streets without masks; Topsfield, Mass.—Girls ride horses into dives from fifty-foot platform into pool; South Haven, Mich.—Chicago Civic Opera Company trains ballet dancers amid natural settings; Greenwood, Va.—Lady Astor visits her girlhood home, Mirador, where she was Nancy Langhorne; Neu Heringsdorf, Germany—Crowds see amusing and exciting horse race in water with dummy steeds; Cambridge, Mass.—112 men start intensive training for places on the Harvard football team; New York—Close of 1926 field and track season shows that American women athletes lead the world.

**KINOGRAMS NO. 5224:** Roosevelt Field, N.Y.—New York-Paris flight fails when giant Sikorsky airplane falls, killing two, but Captain Fonck and Lieutenant Curtin escape; Long Beach, Cal.—Fifteen men and women in relay team successfully swim Catalina Channel for first time; Lesneven, France—Magnificent celebration given to honor jester Salaun de Foll, a prominent figure in time of 100 Years' War; Forest Hills, N.Y.—Lacoste beats Borotra for U.S. national tennis title and takes Tilden's crown; Berlin, Germany—American midget troupe introduce Charleston dance to astonished throngs; Washington—*Cigarette IV* wins the President's Cup on the historic Potomac River.

**INTERNATIONAL NEWS NO. 77:** Forest Hills, N.Y.—American tennis crown captured by French star; Venice, Cal.—Here comes a flying dragon; Rome, Italy—Pope Pius accepts motor car to replace his ancient horse cab; Washington—President and Mrs. Coolidge end their vacation in the Adirondacks; Dover, England—Here's the new Channel record holder; Long Beach, Cal.—Relay swimmers battle Catalina waves; Off Cape Cross, Africa—Vast colony of seals found on African coast; University California, Los Angeles—Open season on freshmen as college term starts; Washington, D.C.—Speed thrills Capital at President's Cup regatta; Altoona, Pa.—Two-miles-a-minute pace set in motor race classic; New Haven, Conn.—Yale bulldog begins to growl at gridiron foes; Near Monroe, Wash.—Thrilling sight as fearless rigger tops giant trees; Urbana, Ill.

### Wallace Beery Signs Paramount Contract

**W**ALLACE BEERY has signed a new contract whereby he will be on the Paramount roster of stars for the next five years. Though the existing contract still had two years to run it was torn up in favor of the new document. This step was taken by Jesse L. Lasky after he had witnessed the characterization of the second mate which Beery renders in "Old Ironsides." Lasky proclaimed this portrayal as one of the most striking in screen history.

Following his current vehicle, "We're in the Navv Now," in which he is co-featured with Raymond Hatton, Beery will appear in another comedy drama with Hatton, "Casey at the Bat," a Hector Turnbull production. He will then appear in "The Greatest Show on Earth," in which he will play the role of P. T. Barnum. This photoplay deals with the life of the famous showman and will be one of the Paramount road shows. It will be directed by Monta Bell.

—Pigskin stars buck line in early practice; Baltimore, Md.—Colored Odd Fellows in gala celebration; Baltusrol, Short Hills, N.J.—Los Angeles youth wins amateur golf title of U.S.; Roosevelt Field, Long Island, N.Y.—Captain Fonck's plane burns up starting on New York to Paris flight.

**PATHE NEWS NO. 78:** Forest Hills, N.Y.—Rene Lacoste of France wins National Tennis Championship; Athens, Greece—New revolution overthrows government; Short Hills, N.J.—Von Elm defeats Bobby Jones for U.S. amateur golf crown; Roosevelt Field, L.I.—Fonck plane in fatal crash; Florida Hurricane; Weaver, Ia.—Thousands of acres flooded as levee breaks; Washington, D.C.—*Cigarette IV* takes President's Cup race; New York City—Last tribute paid to Dr. John Perilli; Corpus Christi, Tex.—Formally open new deep-water port; South Bend, Ind.—Notre Dame warriors answer football's call.

**PATHE NEWS NO. 77:** Short Hills, N.J.—Bobby Jones sets pace in national amateur golf tourney; Cambridge, Mass.—Harvard warriors begin grid campaign; Venice, Italy—City of gondolas holds historical regatta; Berlin, Germany—Ex-Crown Prince Wilhelm visits great Berlin airport; Topsfield, Mass.—Young lady does her diving from 75 feet into small tank; Westbury, N.Y.—Linking New York and Paris with non-stop flight; Corinth, Miss.—Mississippi Confederate veterans renew old ties; Pittsburgh, Pa.—Carnegie Tech warriors answer gridiron's call; Topeka, Kansas—Hold State safety rally; Denver, Colo.—Governor Morley drives tank to clear new city hall site; Omaha, Neb.—World's noisiest hog-callers vie for title; Norfolk, Va.—Passenger air service with northern cities inaugurated; Staten Island, N.Y.—Break ground for the Arthur Kill Bridge; Philadelphia, Pa.—Secretary of State Kellogg visits Sesqui-Centennial; Springfield, Ill.—World War heroes again take up march; Atlanta, Ga.—Inaugurate air mail service between Southern cities.

**INTERNATIONAL NEWS NO. 76:** Mineola, N.Y.—Giant plane all set for New York to Paris hop; Venice, Italy—Royal regatta opens Venice Carnival season; Sudbury, Mass.—Quaint grist mill of ye olden days runs again; Cleveland, Ohio—Power boats show speed at yacht club regatta; Philadelphia, Pa.—Aboard "Los Angeles" on trip to "Sesqui"; San Francisco, Cal.—Mermen battle tides in Golden Gate swim; San Francisco, Cal.—Coast Guard crew invents unique life-boat drill; Twin Brook Zoo, N.J.—Straw hat season's end brings joy to zoo folks; Long Beach, N.Y.—Relentless surf smashing million-dollar hotel; Ellensburg, Wash.—Wildest of rodeos just one flop after another; Atlantic City, N.J.—Dempsey and Tunney ready for championship battle.

**FOX NEWS, VOL. 7, NO. 101:** Rochester, N.Y.—Horse show "thrill day" attracts thousands; Marseilles—Abd-el-Krim starts with his nine wives to exile in the Far East; Philadelphia, Pa.—U.S. tennis stars win Davis Cup seventh time as Richards and Williams defeat the French team; Dunoon, Scotland—Clans of Highlands gather in kilted regalia for Cowal Field Games; Cairo, Egypt—Most ancient ceremony in the world marks Nile's yearly overflow; Mount Pasubio—King of Italy and army staff attend dedication of war memorial high in Venetian Alps; San Antonio, Texas—Texas elects first woman Senator; Atlanta, Ga.—Georgia Tech's football team starts practice for 1926 gridiron season; Lang, Calif.—Fiftieth anniversary of San Francisco; Belmont Park, L.I.—Scape Flow wins \$77,000 and 2-year-old supremacy in Futurity; Day with Coolidge Family—How Chief Executive forgets cares of state; Atlantic City, N.J.—Fair Norma Smallwood wins title of Miss America; Manchester,

### Many M-G-M Stock Players Unknown Year Ago

**D**UE mostly to the Metro-Goldwyn-Mayer policy inaugurated last year to put new players through a course of intensive training that their future status on the screen might be permanent, the Metro-Goldwyn-Mayer announcement that more than thirty per cent. of the names of their contract players were unknown a year ago assumes a significant phase. This endeavor to place new faces before the movie public has resulted in fourteen new stars, either fully established or in the embryonic form.

The players are Greta Garbo, Lars Hanson, Beatrice Lillie, Sally O'Neil, Joan Crawford, William Haines, Tom O'Brien, Karl Dane, Col. Tim McCoy, Patricia Avery, Gwen Lee, Estelle Clark, Maurice Kains and Jacqueline Gadsden. To this list might be added the two foreign directors, Benjamin Christianson and V. Tourjansky.

It is said that additional players aiming for the heights will be put through the course with the hope of finding new stars for the screen firmament.

N.H.—Country's most graceful and daring divers thrill in exhibition at "Old Swimming Hole."

**KINOGRAMS NO. 5221:** Dongan Hills, N.Y.—Chariot races as in days of Rome are held at Richmond County Fair; Atlantic City—200,000 line boardwalk to view beauty queens in contest for Miss America; Philadelphia—Tilden and Johnston beat French stars in Davis Cup match; Detroit—Gar Wood again wins Harmsworth motor boat cup and sets record of 72 miles an hour; Ocean City, N.J.—Gymnasium class uses beach for daily calisthenics; St. Paul—40,000 see Hoff make professional debut but he fails to break pole vault record; San Pedro—Admiral Robison relinquishes command of the Pacific fleet to Admiral Hughes; Richmond, Va.—Motorcycle and auto riders race on dirt track and one is killed.

**KINOGRAMS NO. 5222:** New York City gives vociferous welcome to Mrs. Clementine Corson, the first mother to swim Channel; Philadelphia—United States team clinches title to Davis Cup by decisively beating French players; New York—Giant lizards brought here from Malay Peninsula are said to be descendants of dragons; Lang, Cal.—Old and modern engines rub noses as fiftieth anniversary of coast railroad is celebrated; Atlantic City—Norma Smallwood, 18 years old, as Miss Tulsa, is crowned Miss America in national beauty contest; Manchester, N.H.—Super-Brownies thrill crowds with fancy diving from one hundred foot cliff.

### Several Additions to Syd Chaplin's "Missing Link"

Good progress was made during the past week by Director Chuck Reisner on "The Missing Link," Syd Chaplin's next road show attraction for Warner Bros., in which the comedian will appear in an entirely new characterization. The production got under way on September 7th. Since then many additions have been made to the cast. Among these are John Patrick, John T. Murray, Josef Swickard and Henry Barrows. Players previously announced were Ruth Hyatt, Crauford Kent, Sam Baker and Theodore Loreh. The story is an original by Chuck Reisner and Darryl Francis Zannek, who spent several weeks on the Santa Cruz Islands with Chaplin in its preparation.



# Leo Maloney

America's Cowboy

in *The*  
**HIGH  
HAND**  
A FEATURE

*If* you knew what we know about this picture you'd put on extra help, take the lid off the old advertising appropriation and yell from the house-tops that here's one that's a bell-ringer that fairly shakes the steeple.

A story packed with new slants, suspense that will keep them drawing deep breaths, action and excitement and *laughs* that will rock the rafters.

Keep your eye on this boy Maloney. He knows the good old audience stuff the way Tiffany knows a watch.

Story written by  
Ford Beebe



Pathépicture  
TRADE  MARK



# MONTY

## *in "Atta"*

*Directed by*  
**EDWARD H.  
GRIFFITH**

*Produced by*  
**MONTY BANKS  
ENTERPRISES**





# BANKS Boy"

## A Feature Comedy

The laughingest picture in many a moon.

Spilling over the chuckles, giggles, snorts, laughs and horse-laughs.

A story that any star would have been mighty glad to get because it's sure fire, and as original as they make them. When you can get a million laughs and set them off with high-speed action and a lot of suspense thrown in, you've got an unbeatable combination at the b.o.

Banks makes money for theatres wherever he plays. Get yours now with his very greatest comedy, and one of the greatest you ever saw.

## Pathépicture





# Grantland Rice's

## Sportlights

The Whole World Is Sport-Mad  
Turn This Fact To Your Advantage

Gertrude Ederle swims the Channel, breaks into the headlines of the world's press, and gets the biggest welcome New York ever gave anybody. Suzanne Lenglen turns professional and is a first page story. The Dempsey-Tunney fight is getting miles of publicity. The newspapers find sports one of the biggest circulation builders.

The interest is there. Capitalize on it with the Sportlights, edited by the country's biggest sports authority. Every number great.

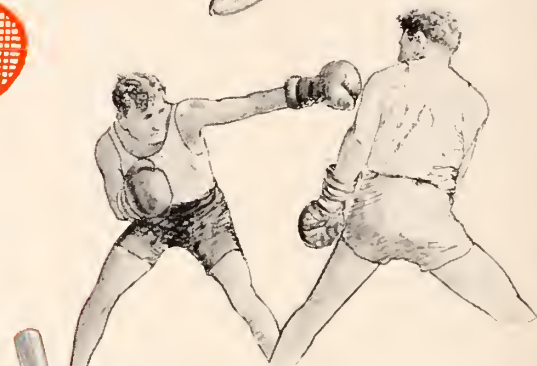
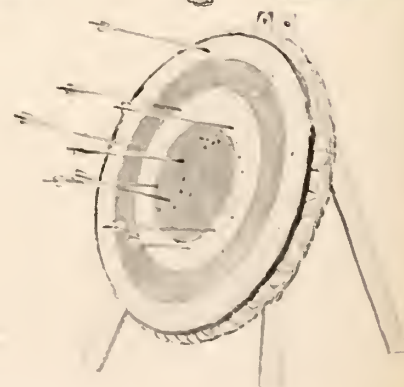
Produced by John L. Hawkinson

## Pathépicture

TRADE



MARK





# Putting Short Subjects Over in the Theatre

By L. C. Moen

SO much has been written in recent years concerning the exploitation of short subjects that it may seem unnecessary, at first thought, to go over the ground again. Nevertheless, despite the increasing importance given to short subjects by leading exhibitors, there are still theatres where the shorts are bought and shown—as fillers.

The importance of the short subject on the theatre program is no longer a controversial matter. The success of the All-Comedy Weeks, Comedy Circuses, and the like have shown conclusively that picture patrons will pay to see good short subjects as readily as a good feature—and far more readily than a poor feature. Given two features of equal merit, the one supported by two or three first class short subjects and the other supported by an indifferent selection of fillers, there is little question where the average patron will go. Or, putting it in another manner, if both theatres are showing an average feature, both supported by good short subjects, but one manager boosts his short subjects and lets the public know what he is running, while the other maintains a heavy silence concerning them, there is again little question as to who will reap the bulk of the patronage.

Putting across the short subject in an individual theatre, then, involves two things—picking short subjects that are worthy of exploitation, and letting the public know that you have them. Both of these matters involve the expenditure of some little time and trouble, and it is up to the individual theatre manager to decide whether or not he wants this increased business enough to put in the necessary hard work. Most managers, where possible, no doubt do.

See as many of your short subjects as possible in advance, and strive for novelty and variety in the selection, for those two qualities are the biggest things that shorts can contribute to your program. The general run of features has all too little of either quality, and a judicious choice of short pictures will do much to make your programs brighter and snappier.

Where possible—and if possible—see comedies in another theatre under actual audience conditions. Judging comedies in the projection room is a deceptive task. The picture which does not look at all funny to you in the screening room may send an audience into convulsions of laughter—and that, after all, is what you are seeking. Certain things can be gauged at a projection room showing, such as quality of production, good taste or lack of it, appeal of subject and so on, but humor can be judged only by its effect on an audience. People in the mass react quite differently from the same persons as individuals. Mob psychology comes into play, and a man sitting in the midst of a thousand others will laugh hilariously at something which would leave him quite unmoved were he seeing the picture alone.

Study the reviews of short subjects, and get as many intelligent opinions as possible. Many newspaper reviews of short subjects today are based on theatre showings. Those that are not will still give you opinions which, while they may not be infallible, will help you tremendously in forming your opinion as to the suitability of a given short subject for your theatre. No honest reviewer even pretends to be all-wise and all-knowing, but if you study the matter you will find that certain reviewers have tastes similar to those of your clientele, and that the subjects which they like are pretty certain to be a good choice for you.

In picking your short subjects, give thought not only to entertainment value but to exploitation angles. Don't neglect the entertainment side, but keep in mind the fact that you are going to put special sales effort back of your short subjects and watch for those that have "something to sell."

These sales angles may be names in the cast, well known stories on which a series is based, a timely topic of interest, or merely some slant to the picture which will lend itself to exploitation with particular ease.

Having selected our shorts intelligently, the more important matter of letting our patrons know what we have comes to bat. Here the problem is not so much different, after all, than in exploiting features. Money spent in exploiting the short subject is just as well spent as on the highest priced super-special. The tendency, if the short subjects cost, say, one-fourth as much as the feature, is to spend only one-fourth (or even less) as much on their exploitation. This is unsound practice, for a hundred patrons who pay their quarter or half dollar to see the short subjects pay in just as much to the coffers as a hundred fans who are attracted by the feature.

Don't be afraid occasionally to spend a little less on the feature and more on the advertising of the short subjects. Spending ten dollars to advertise the feature and nothing on three short subjects is putting all your eggs in one basket. Don't use six inches over two columns in the newspaper to tell them about the feature and then put a 12-point line across the bottom of it reading: "Selected Short Subjects."

Just how far you should go in putting short subjects across as an important feature of your theatre's programs depends in a considerable measure upon what has been your past policy. If you have boosted them rather consistently for years, there is little needed but more of the same medicine. Assuming, however, that shorts have played a very minor role, and that we have decided to capitalize to the fullest extent possible on the entertainment and income value of the short subject field, we should proceed about as follows:

Start telling the patrons about our short subjects, through every conceivable medium. If there is a house program, run short readers about the care with which short

subjects are selected—the many choice things in store for patrons of the Blank theatre—items about the stars appearing in comedy—a few words here and a few there, hammering away all the time on the fact that the show at the Blank theatre always has good short subjects.

Do the same in all newspaper advertising. If it can be afforded, and a real change of policy in regard to short subject exploitation is contemplated, run some policy copy once a week for a few weeks, telling patrons about it. Make this copy interesting and free from bunk—there is plenty of interesting truth about short subjects—how they are produced today with the same care which goes into feature pictures—how, picture for picture, they hit a higher average of entertainment value than features, because their short length makes them comparatively free from padding.

Then, in your regular newspaper advertising, try playing the short subjects on an equal basis with the feature-length photoplays. Devote half your space to the feature and the other half to the supporting program. Once in a while, for the sake of emphasis, devote three-fourths of the space to the short subjects and give the feature the short end. Assuming that the shorts are of first quality and box-office value, this will attract as much or more business than the type of ad in which the feature is given the prominence.

One of the best means of calling attention to the new policy with regard to short subjects, however, would be the All-Comedy Bill, or the short subject program. This has been one of the most consistently successful money-makers in all parts of the country of any showman's stunt in years, ranking with Jazz Week as a sure-fire box-office winner. On a bill of top-notch short subjects, exploited with all of the steam that you would put back of a special feature, you will not only make money but can establish certain series of shorts so firmly in the minds of your patrons that they will return again and again to see other pictures in the same series.

In the field of straight exploitation, there are available a considerable number of tie-ups. Use them. Don't be afraid to take something away from the feature exploitation appropriation to do it, either. As we remarked previously, a half dollar paid to see the short subjects is just as good as the half dollar paid in to see the feature.

When anyone calls your cashier to ask what the feature for the evening is, have her make it a point to add: "And we're showing a dandy comedy tonight, too (giving it's title) and the news weekly is better than usual." Little touches of this sort will help make your patrons feel that the shorts are important, and they will appreciate them more—and presently, if you carry this out consistently, your cashier will be too busy selling tickets to answer the phone at all.





Scenes from "Saturday Afternoon," a Pathe Sennett comedy starring Harry Langdon

## F.B.O. Enlarges Shorts Program

Move is Important Feature of Company's  
"Greater Policy"—Six Series on Schedule

THE metamorphosis of F. B. O. into Greater F. B. O. is a significant one not only from the standpoint of Gold Bond productions issued through this company and features in the star series, but in point of short subjects as well. This company has enlarged and expanded its production forces for the short subject program.

Perhaps the most important gesture of F. B. O.'s short subject program for the current year is "Bill Grimm's Progress," a twelve-episode comedy series from the Collier's stories by H. C. Witwer. This series features Al Cooke and Kit Guard, the "goofs" in "The Adventures of Mazie" and "Fighting Hearts" for the same company; and stars Jack Luden and Margaret Morris. "Wiseackers," a projected F. B. O. series for 1927, also is from the pen of Witwer.

Charley Bowers, inventor of a camera process which has earned for him the title of "the wizard of the camera," now produces Whirlwind Comedies for F. B. O. There are twelve of these Whirlwind Comedies scheduled for the current year.

Standard Comedies, featuring the three fat men, are continued on the 1926 schedule, largely because of the gratifying success of these two-reelers last year. It will be remembered that "The Heavy Parade," a parody of "The Big Parade," scored a popular hit last year, and Standard Comedies are being planned along similar lines this year. The first on the new schedule "Galloping Ghosts," is a play on Red.

F. B. O. also has two cartoon series, Krazy Kat Cartoons, modeled after the famous Harriman comics, and Alice Cartoons, a combination of a charming little girl and cartoonical figures.

## Stern Bros. Resume Production

Start Camera Work on Seventh "Newlyweds" Comedy  
at New Studios—Speedy Recovery from Recent Fire

CAMERA work started in the new Hollywood studio of the Stern Film Corporation this week, when production was resumed on "The Newlyweds and Their Baby" series, one of the five series of two-reel comedies the Stern Brothers are making for Universal release. The other four series will go into production within a week or so. These include the new Buster Brown Comedies, the "Let George Do It" series, the "What Happened to Jane" series and "The Excuse Maker" series.

The record of the Stern Film Corporation in getting its feet under it after the fire—a fire which razed the old studio to the ground, is one of the bright lights of screen

history. In less than a month, the company has acquired a new studio property, constructed sets, purchased new equipment, costumes and other properties, engaged new production forces and has launched into what is termed its greatest picture-making drive of its career.

Credit is due to the Stern Brothers, Julius and Abe, who, though in Europe, sized up the situation and sent word to spare no expense in rehabilitation. The burden of the job fell upon Beno Rubel, the secretary of the organization, who hurried from New York to the Coast and supervised the work.

Rubel was assisted by Sig Neufeld, production manager of the Stern studio.

## Roach Has 5 Players Under Contract for Star Series

Five players of established reputation as comedy artists are under contract to appear in the series of "Star Comedies" that producer will make for Pathe release.

This group is composed of Jimmy Finlayson, who will play part of the time in comedies featuring him alone; Vivien Oakland, former vaudeville favorite; Tyler Brooke, well known on the legitimate stage; Oliver Hardy, veteran "heavyweight" comedian of the screen, and Martha Sleeper, sixteen-year-old eccentric comedienne.

## McGovern to Direct Remaining Radio Personalities

Lester Soman, producer of the Radio Personalities series for Artclass Pictures, has engaged Elmer McGovern to direct the remainder of the series. The series deals with the activities of the announcers and entertainers that perform before the microphone. The next release, Volume D, will be in story form, with Joe E. Brown, Broadway musical comedian, playing the role of John Listener-in.

## New York Exchange Leads In Red Seal Drive

A check-up of sales up to and including September 15, shows the New York Red Seal exchange in charge of Marty Soloman was again in the lead of the quota drive that was put on a month ago by Harry Bernstein, general sales manager of Red Seal.

The race, however, is very hot, with Chicago a very close second. The Chicago Exchange is in charge of Charles Lundgren.

## Brooks on Tour of Pathe Exchanges in South

E. Oswald Brooks, Southern District Sales Manager of Pathe, left New York on Friday, September 17th for a four weeks' tour of the exchanges in his district.

The first city on Mr. Brooks' itinerary is Memphis, and from there he will visit Oklahoma City, Kansas City, Dallas, Charlotte and Atlanta. In addition to visiting the firm's exchanges, Mr. Brooks will call upon exhibitors in key cities.

## Powell Offers Pictorial Biography of Wales

B. M. POWELL of New York, has placed on the state right market a two-reel special dealing with the life of the Prince of Wales. The picture has the title "Prince Charming," and presents a screen record of the career to date of the heir to the English throne.

Powell scoured the film libraries of Europe and obtained actual scenes of the Prince of Wales as a small boy at the time of his investiture, shortly after the death of his grandfather, King Edward VII. With these boyhood scenes as an introduction, the picture follows England's dashing heir-apparent on his travels throughout the world and reveals the life, loves and work of one of the world's most popular young men. The picture marks royalty's first screen appearance as a "box-office star."





# The Biggest Theatre in the World opens with the biggest little star in the world

13  
of them  
2  
Reels Each

B.F. KEITHS  
HIPPODROME

# SNOOKUMS in NEWLYWEDS and their BABY

The

From the famous cartoons by  
**GEORGE McMANUS**  
With Lovey, Dovey, and Snookums  
STERN BROTHERS PRODUCTIONS  
Released by UNIVERSAL

## "Newlyweds" Open Hipp Under New Picture Policy

The first two-reel comedy to be presented in the New York Hippodrome at its opening next Monday under the new vaudeville-picture policy of the Keith-Albee organization will be "The Newlyweds Build," one of the new Stern Brothers comedies based on the popular George McManus newspaper comic, "The Newlyweds and Their Baby."

—From Exhibitors Daily Review





IN THE BEAUTIFUL

# "THE VISION"

With  
JULANNE JOHNSTON  
and JOHN ROCHE

## ROMANCE

(Suggested by Sir John Millais' famous painting, "Speak! Speak!")

**G**REETED EVERYWHERE with the most extravagant praise, "The Vision" has set a record unparalleled by any other Short Subject. It has provided balance, dignity, beauty as a co-feature with longer feature of a comedy character in great first-run houses from the Metropolitan at Boston to the Forum, Los Angeles.

It has been a big box-office asset for houses of all sizes and the hit of the show before audiences of all types. It was advertised and exploited as the feature attraction by the Lucas Theatre, Savannah, for one of the best box-office records of the year.

At the opening of the Mecca, in the heart of New York's teeming East Side, it was "the applause hit of the entire bill," according to David J. Lustig, Managing Director. In the little town of Dixon, Cal., I. W. Ware, Manager of the Palace, says it was "acclaimed by its patrons as being the finest picture ever shown on the screen. It packs the house."

Produced by  
Romance Productions, Inc.

DIRECTED BY  
ARTHUR MAUDSLAY

For foreign rights address  
Far East Film Corporation  
729 Seventh Avenue  
New York, N. Y.





TECHNICOLOR PROCESS

# PRODUCTIONS

## "The Blue Boy"

With JOHN ROCHE  
and PHILIPPE DE LACY

(Suggested by Sir Thomas Gainsborough's famous painting)

IT WOULD seem difficult to equal the record of "The Vision," almost impossible to beat it. Yet "The Blue Boy" is starting out to do just that!

Critics and exhibitors have been even more enthusiastic, if possible, in their praise of this second subject of the Romance Productions group.

"Thinking over what I wrote about 'The Blue Boy,'" writes the Editor of the Film Spectator, "I began to wonder if it really could be as beautiful and the story as interesting as I said it was in the last Spectator. I went to see another preview of it at the Ambassador (Los Angeles). The theatre was crowded and the conclusion of the little gem was greeted by the most spontaneous and prolonged applause I ever have heard in a motion picture theatre."

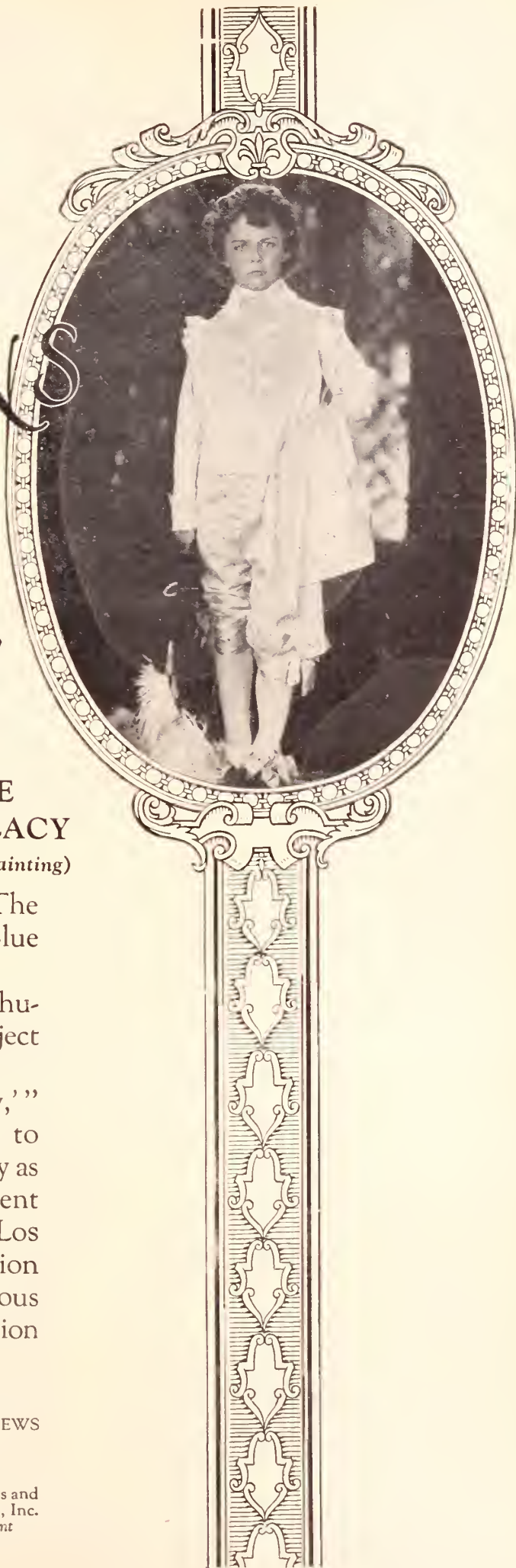
"If this picture is not an indispensable enrichment for the program of any theatre then we don't know what would be."

MOTION PICTURE NEWS

EDUCATIONAL  
FILM EXCHANGES, Inc.

*Edw. Hammond*  
President

Member  
Motion Picture Producers and  
Distributors of America, Inc.  
Will H. Hays, President





# Entert

**BOBBY  
VERNON**



**JIMMIE  
ADAMS**



**NEAL  
BURNS**



**VERA  
STEADMAN**



**ANNE  
BURNWALL**



*The name Christie on Comedy*



PRODUCED BY

Christie



FRANCES  
LEE

BILLY  
DOOLEY

JACK  
DUFFY

**T**HESE POPULAR PLAYERS and many more who are standard fun favorites all over the world, are in the new two-reel laugh films produced by Christie, now booking.

**T**hey are creating entertainment just as great in small packages as in the biggest super-specials---the only difference being in the length.

**"GET SET FOR CHRISTIE COMEDY WEEK -- NOVEMBER 14th. THE GREATEST LINE-UP OF TWO-REEL HITS ON THE MARKET WILL BE AVAILABLE"**



is like Sterling on Silver



## Red Seal Releasing 154 This Year—26 in 1924

**F**IGURES illustrating the growth of Red Seal Pictures Corporation, short subject distributors, during the past three years show that this company has extended its operations from the release in 1924 of 26 featurettes to a schedule of 154 subjects for the present season. Red Seal released 93 pictures in 1925.

The total number of theatres which played Red Seal pictures in 1924 was 150, while it is reported that there are now over 5,500 theatres showing films released by the company, with several months of the current selling season still before it. Red Seal is now operating 21 exchanges in a national distributing organization under the supervision of Harry Bernstein, general sales manager of the company headed by Max Fleischer.

## Lillian Rich in All-Star Comedy for Roach

Lillian Rich will have the role of leading lady in an all-star comedy being produced by Hal Roach for Pathe. Other members of the cast are Bull Montana, Edwards Davis, Leo White, Stan Laurel, Tyler Brooke and Ed Dearing. Fred Guiol is directing.



Group of stills from "Open House." It is an Educational picture

# List 19 Releases for October

## Educational Announces Schedule for Month; "Mona Lisa" Color Film on Varied Program

**E**DUCATIONAL'S program of new pictures for October offers seven two-reel comedies, a new Romance Production in natural color, eleven new subjects and ten Kinograms news reels.

The only purely dramatic production scheduled for October is "The Mona Lisa," third of the Romance pictures to be finished by the Technicolor Process. It was written and directed by Arthur Maude. Hedda Hopper takes the title role, that of the lady with the inscrutable smile, while Craufurd Kent plays the other principal character.

Lloyd Hamilton is on the list with his first fall release, "Teacher, Teacher." Norman Taurog again is responsible for the story and direction of the comedy.

Billy Dooley in his second starring vehicle of the new season achieves a new comedy triumph as the comical sailor in "A Briny Boob." Amber Norman, Natalie Joyce and William Irving appear in support.

Anne Cornwall makes her debut as a featured player in "Hold Still," a Christie Comedy, directed by Harold Beaudine. Jack Duffy, Bill Blaisdell and Jimmie Harrison head the large supporting cast.

Johnny Arthur finds a role suited for his abilities in "The Humdinger," a Tuxedo Comedy. George Davis, Anita Garvin and Lucille Hutton head the supporting cast. Norman Taurog directed.

Two Mermaids are ready for October release. In the first, "Pink Elephants," Al St. John is featured in a circus comedy. In the other, as yet untitled, George Davis is the featured comedian.

Jimmie Adams comes through with his second star production of the new year—"Shell Shocked."

Two Cameo Comedies also will be released this month. In "Plumb Goofy," Phil Dunham and "Toy" Gallagher are the stars. Clem Beauchamp directed this picture. "Pound Foolish" is the other Cameo for the month.

"Whatnots," third of the Curiosities series, known as the Movie Sideshow, keeps up the pace set by the earlier subjects in this group of novelties produced by Walter Futter. Two Bruce Scenic Novelty subjects, "A Typical Tropical Sky" and "Sons of the Surf," contained in one reel, and "The River Road"—"Five-Fifty-Five Runs Wild," are also October releases.

Lyman H. Howe's Hodge-Podge for the month is titled "Figures of Faney." In the Life Cartoon series will be "Cut Price Glory" and "The Raging Tide." Felix the Cat will be seen in three animated cartoons, "Felix the Cat Hunts the Hunter," "Felix the Cat Bursts the Bubble" and "Felix the Cat in Land O' Faney."

# Universal Plans Super Shorts

## Schedule for 1926-27 Most Ambitious Ever Attempted by Company—Variety of Subjects

**U**NIVERSAL'S array of Short Subjects for the coming months is the most ambitious list of one and two-reelers ever offered by that organization. The production heads at Universal City and at the Stern Brothers Studio, anticipating the increasing demand for better and better short product, laid plans to make "super" short subjects.

Two series of two-reelers calculated to follow in the steps of the famous "Leather Pushers" are included in the schedule. One is "The Collegians," ten two-reelers of college life from stories by Carl Laemmle, Jr., with George Lewis as star, and directed by Wesley Ruggles. The other is the new Buster Brown Comedy series, to be in twelve two-reel pictures, directed by Gus Meins and with Pete, the popular dog comedian, as Tige, and the other stars seen in the first Buster Brown Comedies. Both "The Collegians" and the new Buster Brown Comedies are classed as Universal Junior Jewels.

In the serial field Universal will be represented with five chapter plays based on stories by popular authors. The first serial, "Fighting With Buffalo Bill," is now being released, with Wallace MacDonald and Elsa Benham as the stars. The other four are "The Fire Fighters," from a story by John Morosco; "The Return of the Riddle Rider," by Arthur B. Reeve and Fred J. McConnell, with William Desmond starred;

"Whispering Smith Rides," written by Frank Spearman, and "The Silent Flyer," a serial with a dog starred.

In addition to the Stern Brothers Comedies, comprising four series each, made up of 13 two-reelers, Universal also will release twelve new Gumps Comedies. The Stern Brothers series include "The Newlyweds and Their Baby" series; the "Let George Do It" series and "What Happened to Jane" series, both based on the George McManus cartoons, and "The Excuse Maker" series.

Universal's line-up of two-reel Westerns offers a group of 52 of these pictures for 1926-27. The schedule includes 13 W. C. Tuttle Western Comedies, thirteen made with Fred Gilman, thirteen made with Edmund Cobb, seven Texas Ranger pictures and six Northwest Mounted Police dramas.

In the one-reel comedy field, Universal also will be represented by one release a week. The line-up includes thirteen comedies, featuring Arthur Lake, thirteen featuring Charles Puffy, thirteen featuring Neely Edwards and thirteen "Fanny" comedies, with George Summerville and Fanny, the trick mule. These one-reelers are known as Bluebird Comedies.

And, of course, Universal will continue to serve its customers with the International Newsreel, two issues a week.



# Pathe's October 3rd Releases

**Hal Roach and Mack Sennett Contribute Comedies—Schedule Offers Variety of Shorts**

**T**HE Pathe short feature program for the week of October 3rd, offers a list of subjects of unusual variety, Mack Sennett presents the two-reel comedy, "Love's Last Laugh," and Hal Roach offers "Wise Guys Prefer Brunettes," a two-reeler with Helene Chadwick. Other releases of the week include "A Pup's Tale," one of Hy Mayer's sketchbook series; chapter four of the Patheserial "The Fighting Marine," with Gene Tunney; "The Restless Race," a Grantland Rice Sportlight; Pathe Review No. 40, "Why Argue?" one of the Aesop's Film Fables; Topics of the Day, No. 40, and issues Nos. 82 and 83 of Pathe News.

"Love's Last Laugh," produced under the direction of Del Lord, features Raymond McKee, Ruth Hiatt, Sunshine Hart and Kewpie Morgan.

The Hal Roach two-reel Star Comedy,

"Wise Guys Prefer Brunettes" has Helene Chadwick, Jimmy Finlayson, Ted Healy, who was borrowed from vaudeville for this picture, and Charlotte Mineau in the cast. Stan Laurel directed.

"The Desperate Foe," is the fourth chapter of the Patheserial, "The Fighting Marine," starring Gene Tunney.

Pathe Review No. 40 offers "With the Roosevelts in Turkestan," released in co-operation with the Field Museum, Chicago; "The Workshop of Nature," a new series of studies in color by Arthur C. Pillsbury, and "The Poor Fish," photographed at the New Jersey State Fish Hatchery, Hackensack, N.J.

"The Restless Race," the latest of the Grantland Rice Sportlights, shows Americans in various forms of their outstanding quality—restlessness.

## Steve Donoghue Star of Series

**Hi-Mark Distributing Group of Six Two-Reel Productions With English Jockey Featured**

**N**AT NATHANSON, president of Hi-Mark Productions, announces that his company will distribute a series of six two-reel productions starring Steve Donoghue, famous English jockey with a record for piloting more thoroughbreds to victory in the classic English Derby than any other rider in the history of the turf and who rode in this country in the match race in which Papyrus met Zev, champion American thoroughbred.

The stories in which Donoghue appears as a screen hero, are concerned with incidents centering about the race track and will depict romantic and stirring episodes in the colorful atmosphere which surrounds

the "Sport of Kings." The jockey star is supported by a cast of all-star caliber. Carlyle Blackwell, well known to screen patrons over the world as a leading man and star, heads the cast assembled to support Donoghue in this series for release by Hi-Mark.

The titles of the releases in the series are as follows: "Riding for the King," "Beating the Book," "Hearts and Horses," "The Ringer," "A Dark Horse," and "The Golden Spurs."

It is reported that Donoghue's acting before the camera is natural to a degree and that his screen personality registers in a widely appealing manner.



Steve Donoghue, famous English jockey, in scenes from three of the series of six two-reel pictures being released by Hi-Mark Productions

for the first showing to be at the Plaza, the new Publix theatre in London.

A novelty featurette that Cranfield & Clarke feel justly proud of is one that is released under the title of "Heroes of the Sea." This contains some extraordinary shots of an angry sea. This reel was held over at the Capitol for two weeks and ran for three weeks at Philadelphia.

## New Series Added to Schedule

**Cranfield & Clarke Increasing Program of Short Subjects--Extensive Line-up Planned**

**C**RANFIELD & CLARKE have contracted for an extensive line-up of Short Subjects for the season of 1926-1927.

Added to the series of pictures already under release, a number of special pictures have been put out, the first of which is a two-reel novelty dealing entirely with the Prince of Wales, and goes under the title of "The Making of a King." Another special two-reel subject is entitled "Alpine S. O. S." This is the most thrilling Alpine picture that has ever been made.

Another series of pictures under the title of "Speed Cop's," the first two of which are just being released under the titles of "Gyping the Gypsies" and "A Minute to Go," featuring Milburn Morante and Eddy Featherstone.

Julian Ollendorff has completed the first three of the one-reel Sketchographs, which are a clever combination of cartoon and movie.

The Ned Wayburn "Charleston" reels have been sold for Great Britain and are being put out by the Butchers Film Service, Ltd. Mr. Clarke personally arranged

## Producers for Red Seal Well Up To Schedule

**S**EVERAL new productions in the series of short subjects releases offered by Red Seal Pictures Corporation have been completed recently. Max Fleischer announced this week the completion of the last of his "Marvels of Motion" series for 1926-27. The "Keeping 'Em Guessing" series of one reel novelty pictures made by the Magicians' Society of America is well up to production schedule, two of the six releases now being ready for issue and the third is in the cutting room.

Dave Fleischer is about to start the tenth production in the series of "Carrie of the Chorus" comedies, in which Peggy Shaw is starred, and the third of the series of "Churchyards of Old America" group has been completed and prints delivered for release by Red Seal. Herb Fogel, editor of the "Film Reporter" one-reel monthly film magazine reels, is now selecting material for the third offering in this group.

**The New  
RED SEAL  
Product**

Distributed  
through 21  
Exchanges

No. 2

**Keeping  
'Em Guessing**

Six fast moving reels of unquestionable entertainment, exposing some of the simpler parlor magic tricks.



# GREATER FEB SHORTS



**H. C. Witwer's  
Bill Grimm's Progress**  
Twelve Delirious Chapters  
Published in Collier's



Are Lifting Many a Program  
Dash and Vigor and the K  
Show When the Feature Ha  
as Greater F.B.O. is Amaz  
is Providing the very Fine



**H. C. Witwer's  
Wisecrackers**

Twelve Chapters of  
inimitable humor  
Published in Cosmopolitan

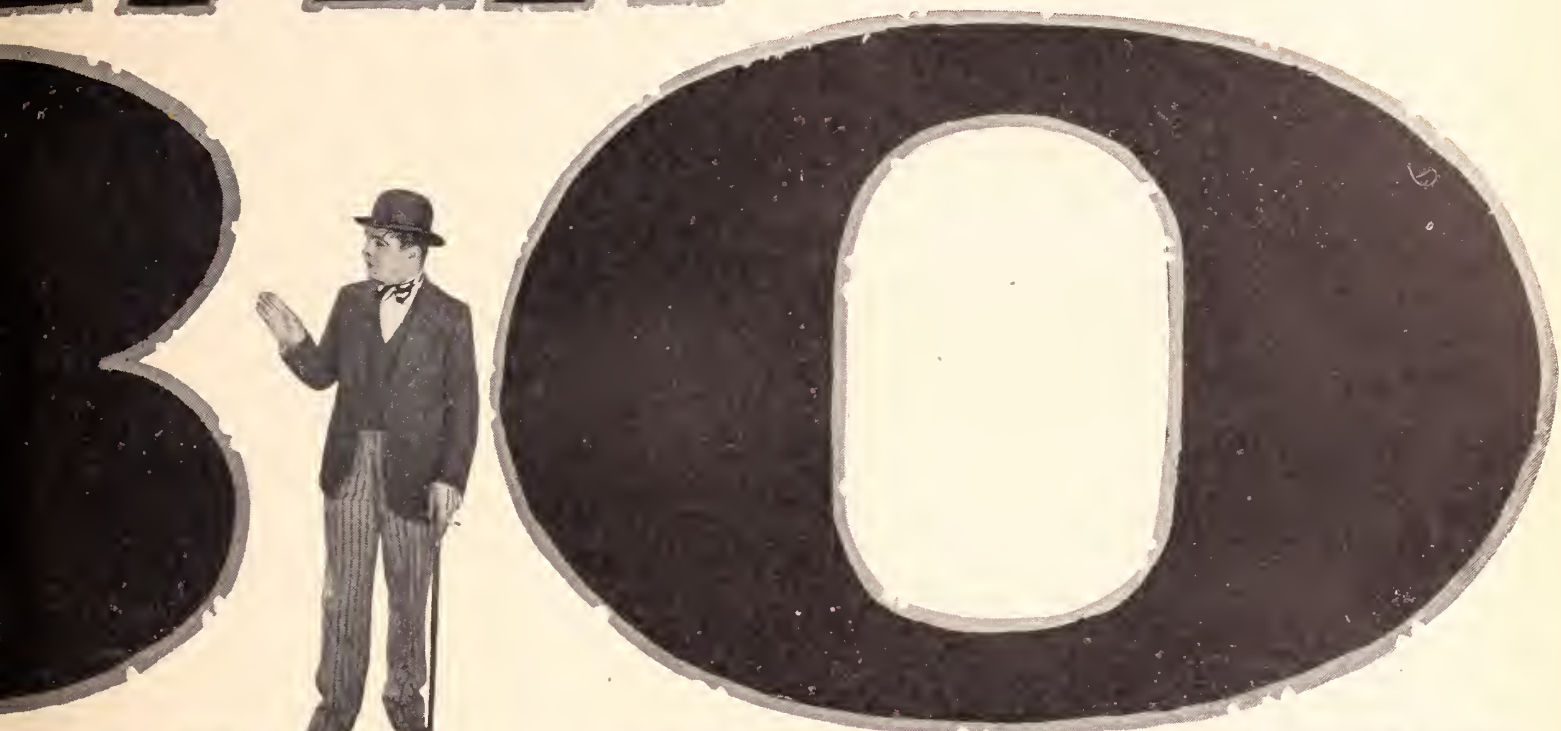
**26 Krazy Kat  
Comics**

Suggested by Herriman's  
famous character  
By Bill Nolan



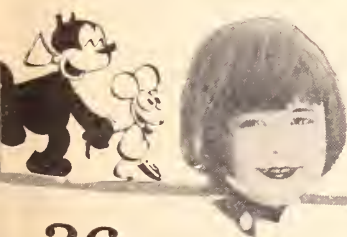


# ATER



# SUBJECTS

out of the Rut of Mediocrity! Putting  
out Punch of Comedy into many a  
lopped with a Sickening Thud! Just  
the Trade with Greater Specials so it  
ort Product Available.



## 26 Alice Comedies

By Walt Disney  
Combination Cartoon and  
Live Characters  
Produced by Winkler

## 12 Standard Comedies

With the three  
BOUNTING FAT BOYS  
Produced by Joe Rock



## 12 WHIRLWIND COMEDIES

starring the comedy sensation  
Charlie Bowers  
Startling Novelties



Distributed by  
**GREATER**

# FBO

FILM BOOKING OFFICES  
OF AMERICA, INC.,



# "THE MAKING OF A KING"

*Acclaimed the Super Short Feature at  
the RIVOLI, New York*



Featuring the  
Greatest of all Box-office Names

## H. R. H. THE PRINCE OF WALES

*The Most Popular and Romantic  
Figure in the World*

"The Making of a King" is a true ROMANCE—Actual, authentic and intimate scenes of the life of Edward David Windsor, Britain's Dashing Prince, idol of millions, covering every step in his colorful career from boyhood to the threshold of an Empire's Throne. Two reels of concentrated entertainment. The picture every woman wants to see!

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**CRANFIELD & CLARKE, INC.**

729 Seventh Ave. New York and Exchanges  
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*Produced by*

**B. M. POWELL, INC.**

350 Madison Avenue, New York

*Producers of the Best in Screen Novelties*

### QUINN MARTIN

*reviewing the program  
at the RIVOLI says:--*

The  World

#### The New Films

##### AT THE RIVOLI

I found yesterday a novelty subject, retracing, by moving pictures, the life and career to date of Edward Albert, Prince of Wales, to be as amusing and interesting a short-reeler as I have seen in months, deserving, indeed, a special billing all its own and a position of importance and dignity in anybody's cinema program.

QUINN MARTIN.



# CRANFIELD & CLARKE

INCORPORATED

729 Seventh Ave., New York

*Short Subject Specialists*

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- 12 TWO REEL SPEED COPS (STUNT COMEDIES)  
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- 12 ONE REEL ROXY RADIOS (Introducing Radio Stars)
- 12 ONE REEL SKETCHOGRAPHS by JULIAN OLLENDORFF  
a clever combination of cartoon and movie
- 12 TWO REEL DRAMAS DE-LUXE composed of 4 Famous Paintings  
2 Herrick Productions 6 Little Dramas of Big Places with Nell Shipman
- 4 TWO REEL PAINTINGS REVIVALS with Mary Astor and Reginald Denny
- ~~12 TWO REEL~~ SHOT AND POWDER COMEDIES with Tommy Albert
- 12 ONE REEL BOYS' ADVENTURES (Kid Comedies) with Mickey Bennett
- 12 ONE REEL C and C INTERNATIONALS Novelty Reels
- 12 ONE REEL NOVEL FEATURETTES Something New
- 52 ONE REEL FUN FROM THE PRESS (Including Cartoons)
- 4 ONE REEL HUNTING WILD ANIMALS IN AFRICA
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1	"RIDING FOR A KING"	Two Reels
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4	"THE RINGER"	Two Reels
5	"A DARK HORSE"	Two Reels
6	"THE GOLDEN SPURS"	Two Reels

A blending of hoof beats—heart beats—humor—and sensation—not fillers but features. An all-star cast in each photoplay including the favorite American leading actor

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# Save Your Program With The Sava Program

The six series of Sava featurettes, genuine feature productions in two reel lengths, are veritable program savers. Sava short subjects are quality entertainments, diversified in their appeal and covering a wide field. Comedy, drama and novelty are included in the seventy-two productions, offering the basis of high quality short subject offerings on the program of any theatre throughout the entire year. The wise showman will build his short subject programs around the Sava featurettes.

## SID SMITH

in twelve 2 reel howls  
including

"North of 67<sup>8</sup>" "The Banana King"  
"Oh, For a Nurse" "The She Beast"

## HANK MANN

in twelve 2 reel burlesques  
including

"Stage Shy" "The Gold Brush"  
"Wanderers of the Wet Land"

## EDDIE GORDON

in twelve 2 reel acrobatic comedies  
including

"The Wise Quacker" "Gypping the Gyps"  
"The Vulgar Boatman" "The Married Widow"

## FATTY LAYMON

in twelve 2 reel wows  
including

"Are Golfers Cuckoo?" "The Inventors"  
"Hard to Hold" "Radio Mad"  
"Baby's Irish Nose"

## LIGHTNIN' and EILEEN SEDGWICK

in twelve 2 reel thrillers  
including

"Lightnin' Strikes" "Lightnin' Wins"  
"Lightnin' Flashes"

## SELIG WILD ANIMALS

in twelve 2 reel novelty dramas  
including

"Shadows of the Tiger" "Jungle Mystery"  
"Terrors of the Jungle"

Each of the Sava stars is an outstanding box office attraction in its own field. Sid Smith, Hank Mann, Fatty Laymon, Eddie Gordon, Eileen Sedgwick and Lightnin', the great canine actor, are of well established reputations. Their past offerings have been consistently good. Their Sava productions, meeting a new high standard of quality in the short subject field, will dominate the 1926-27 featurette releases. We suggest that you view a representative featurette from each of the six series,—our productions will stand any showman's test of quality.

# SAVA FILMS, INC.

1540 Broadway, New York City



# Sava Stressing Exploitation

Sales Angles Being Developed for Short Subjects On Company's Program

By ABE HELLER  
Secretary, Sava Films, Inc.

**T**O point to a series of short subjects, and say they are "exploitation shorts," is to infer something that makes the palate of the exhibitor water with keen anticipation. The big thing, however, is to make the inference good in the finished article. That's what Sava Films, Inc., has as its object in making short subjects.

More specifically, what elements must be incorporated in order to justify the term "exploitation shorts?" To the merchandising mind the answer is simple.

The answer starts off with the same proposition that affects the principles of advertising. A good ad, in order to sell, must first, attract attention; secondly, it must hold the attention; thirdly, it must create the buying desire.

When an ad does these three things, it is a successful ad. If it doesn't, there may be two reasons for its failure. The ad writer is a poor craftsman, or the commodity to be sold is so far from the quality it is cracked up to be, that the writer can't get the proper incentive to work up sufficient enthusiasm in the ad.

It is with this knowledge in mind that Sava Films, Inc., started out to make short subjects with exploitation qualities.

To make the Sava exploitation shorts live up to their name the company has

prepared an unusually complete line of advertising material and accessories for each of its productions. Special posters, lobby displays, ad cuts, scene cuts and slides will be available on each picture. Sava is making it possible for the exhibitors to exploit each picture individually; advertising material for complete series as such has been omitted.

The Sava stars include Sid Smith, Fatty Laymon, Hank Mann, Eddie Gordon, Eileen Sedgwick, and Lightnin', the popular police dog performer, and the world renowned Selig animals.

Sid Smith of the Hall Room Boy comedies of vaudeville fame, will produce twelve two-reel comedies for Sava. Fatty Laymon, the king of the present-day fat men, is making a series of twelve two-reel side-splitting comedies. Hank Mann and Eddie Gordon each are making a new series of comedies which include such names as "The Vulgar Boatman," "The Married Widow," "The Gold Brush" and "Wanderers of the Wetland."

Lightnin', one of the screen's greatest dog actors, will be starred with Eileen Sedgwick in a series of twelve dramas based on the widely read International Detective Stories.

What is expected to be the most sensational short subject series of the new season are twelve two-reel "Shadows of the Jungle" dramas with the original Selig wild animals.

## "Fables" Shown to Fans in 57 Countries

**A**CCORDING to a compilation recently made by Fables Pictures, Inc., producers of Aesop's Film Fables, released by Pathe, the cartoon comedies in which cats, mice and other animals and old Farmer Al Falfa are the stars, are shown to the citizens of 57 countries regularly. Following is the list of the foreign lands where the Fables films are presented:

England, Ireland, Scotland, Wales, Belgium, Holland, Italy, Norway, Sweden, Denmark, Finland, Esthonia, Lithuania, Latvia, Austria, Hungary, Germany, India, Burmah, Ceylon, Argentine, Uruguay, Paraguay, Chili, Peru, Equador, Bolivia, Cuba, West Indies, South Africa, Mexico, Australia, New Zealand, Czecho-Slovakia, Free State of Danzig, Jugo-Slavia, Roumania, Bulgaria, Croatia, Albania, Greece, Poland, European and Asiatic Turkey, Egypt, Syria, Palestine, Colombia, Panama, Venezuela, Japan, Straits Settlements, Siam, Indo-China, Philippine Islands, Costa Rica, Honduras and Jamaica.

## Helen Foster Re-Engaged for Educational Leads

Helen Foster, who scored a hit when she first appeared in Educational-Tuxedo Comedies in support of Johnny Arthur in "The Tourist," has been re-engaged to play a similar supporting role with the Tuxedo Comedy plan.

## Ready Market This Year Broadcasting For Quality Short Product

By J. A. Jacobs

Director of Sales for Bray Studios

**M**Y observations before and since my affiliation with the Bray Studios, Inc., has convinced me that the coming year will witness the greatest recognition of short subjects by exhibitors that the industry has ever known.

This is not an idle statement or an empty promise but a forecast reached only after a careful survey of the field. It is a forecast which I am glad to say is shared equally alike by the leading producers, distributors and exhibitors throughout the country and one which Mr. J. R. Bray and the producers associated with him believe to be an accurate gauge of conditions.

I have found as the result of my investigation that the exhibitor wants good short product. This applies to the second and third run exhibitors, as well as to the important first-run accounts. The product, however, must not only be consistently good, but must be made in large quantities and released often to effect the increased cost of distribution which a limited number of releases involves to the distributor.

### To Produce 88 Short Subject

The Bray Studios, Inc., will produce eighty-eight short subjects for the new season, representing a diversity of product which involves a series of twelve slapstick comedies, twelve kid comedies and twelve fast-action comedies. The balance of the product will consist of 26 Bray cartoons, 13 Nature Specials and 13 Magazines. The production of these releases will all have Mr. Bray's personal supervision, and the reputation he has enjoyed over a period of fifteen years as a producer of consistently good product is back of every picture bearing the Bray trade-mark.

Broadcasting  
BIG NEWS  
FROM  
STATION  
B-R-A-Y

BRAY  
PRODUCT

SEASON 1926-1927

36 COMEDIES

26 CARTOONS

26 MAGAZINE &

NATURE SPECIALS

NATIONAL PRODUCT

INDEPENDENTLY

MARKETED

THRU 28 EXCHANGES



QUALITY  
Bray Studios  
FIRST



## In and Out of Town

**W. A. V. MACK**, Mid-West Division sales manager of Pathe, has left the home office for an extended tour of the Pathe exchanges in his territory. He will stop at Detroit, Chicago, Des Moines, Omaha, Minneapolis, Milwaukee and Chicago.

**ARTHUR W. KELLY**, vice-president and treasurer of United Artists, sailed for England on September 15th in company with his wife. He will visit associate companies handling United Artist product.

**OLIVER M. SAYLOR**, author of literary works concerning the theatre, and representative of Morris Gest, arrived last Monday on the S.S. *Columbus* after his annual tour of Europe, which took in Spain, Italy, France and Austria.

**A. W. SMITH, JR.**, divisional sales manager of First National, returned to New York after a four-day trip to Washington, D.C., Norfolk, Va., and Baltimore. He reported the closing of a contract in Norfolk whereby the Wilmer and Vincent Circuit will play the First National Banner group.

**O. N. Monday** of this week **Edgar B. Hatrick**, vice-president and general manager of International Newsreel and Cosmopolitan Productions, left for Los Angeles and Hollywood, where he will remain for about a month.

**N. L. MANHEIM**, export manager of Universal Pictures Corporation, sailed for Europe last Wednesday aboard the S. S. *Aquilania*, on his annual inspection of the Universal Continental offices. He will be abroad for six weeks and will arrange for the premiere of two Universal specials.

## "U" Secures Services of Octavus Roy Cohen

**UNIVERSAL** has signed Octavus Roy Cohen, whose stories of negro folk have been appearing in the Saturday Evening Post for the past several years, to a contract to write a series of ten stories to be used as starring vehicles for Charles Puffy.



This is the author's first work to be written directly for the screen although several of his published stories have been converted into celluloid. The Puffy comedies will be made into a series of ten and will have elaborate casts, sets and costumes. Besides the Puffy stories Universal holds a further contract on Cohen's services which will involve at least two more series of subjects. The author has already left for his home in the South to prepare the first story.

Laemmle brought Puffy over to this country from Vienna where he had been making film and stage appearances. Having decided that this was an appropriate time to launch the comedian he sent word to the home office to secure quality comedy material appropriate for Puffy's bulk. It was in following out this order of Laemmle that the acquisition of Cohen resulted.



Export and Import Film Company, Inc., of New York owns the exclusive world's rights (except United States and Canada) to a series of four productions in which Edith Roberts (left) is starred; a series of four in which Betty Compson (centre) has the stellar role and four to eight pictures in which Paulin Garon (right) appears with other stars. All feature length vehicles

## Censor Offices Remain in N.Y.C.

Commission Still to See Pictures in Manhattan After Change in Department

**E**VEN though the work of the New York State Motion Picture Commission is to be taken over by the Department of Education on and after next January, in accordance with the reorganization program that has been adopted in New York state, the censoring of pictures will continue to be done in New York City, and the same offices will continue to be occupied.

This much is certain, following a visit last week to the Commission by Lloyd L. Cheney, Chief Administrative officer of the State Education department, and William J. Wallin, of Yonkers, a member of the State Board of Regents, which directs the activities of the department. Mr. Cheney is making a careful survey of the work being done by the Motion Picture Commission and will make a report to the Regents at its next meeting on October 21.

Mr. Cheney feels that any attempt to censor pictures at the headquarters of the Education Department in Albany, would be a hardship on the producers, necessitating the shipment of film to Albany, and a consequent delay of anywhere from two to four days. He expressed himself as well satisfied with the arrangement now in effect relative to handling films by the Commission. There is no space, moreover, in the Education Building, that could be used for projection rooms.

There still exists the possibility of motion picture censorship being abolished in New York State, but not before July 1, next. Governor Smith is a candidate for re-election and has always favored censorship abolition. There is a report also to the effect that at the coming Republican State Convention, a plank will be inserted in the platform calling for censorship elimination from the statute books. If this takes place, then both political parties in New York State would be virtually in favor of doing away with all censorship and bills to that effect would be in-

troduced in the coming session of the Legislature and would be given full support by either party.

## F. P. Canadian Opens School for Developing Talent

H. M. Thomas, Western Division manager of Famous Players Canadian Corp., has announced the opening of the Famous Players Canadian School of Music and Allied Arts in Capitol Hall, formerly the Manitoba Hall, at Winnipeg on October 4, to develop Canadian talent for the stage or music primarily for Paramount theatres. The principal of the school is Leila Anger Thomas, wife of H. M. Thomas, who, herself, is a stage and concert star. Special courses are offered in singing, dramatic art, stage make-up, dancing, pipe organ, piano and other instrumental music. A similar school is to be opened by Famous Players in Toronto.

## Alma Bennett Added to "Men of Dawn Cast"

Alma Bennett has been added to the cast of "Men of the Dawn," the First National feature now nearing completion at the Burbank studio with Milton Sills the principal player in the cast. Natalie Kingston, William V. Mong and others figure prominently in the picture.

## Greg Blackton Cast for "The Popular Sin"

Greg Blackton, a Paramount Junior star, is the latest addition to the cast of "The Popular Sin," Florence Vidor's new Paramount picture, which Malcolm St. Clair is directing at the Long Island plant of Paramount.



# U. A. Production Units Busy

Four Actually in Work—Six to Follow; Plans Being Laid for Newly Acquired Star Vehicles

ALL of the independent contributing members of United Artists comprising the players who will be seen in the "Dominant Sixteen," the United Artists' product for the 1926-27 season, are now at work on the company's fall program. Ten of the releases are already finished or in production.

Mary Pickford, having completed "Sparrows," is back on the Coast preparing for her next picture, which will be one of four announced several months ago, among them "Cash," a romance of a five-and-ten-cent store girl, and a story of New England. She will begin work on her new picture within the next few months.

Gloria Swanson returned last week from Virginia, where she had been vacationing. Her next film, as yet untitled, will be produced in New York with Albert Parker directing and with Hugo Ballin as art director and Robert Schable as production head.

"The Circus," Charlie Chaplin's new film, is rapidly nearing completion. The comedian is reported to have taken 400,000 feet of film at the Chaplin studio in Hollywood. Merna Kennedy is the leading lady for the star who returns in "The Circus" to his earlier comedy style.

Douglas Fairbanks is at present out at the Pickford-Fairbanks studio laying plans for his next production. He and Mary Pickford canceled their trip to the Orient to make their next pictures at the Pickford-Fairbanks studio.

John Barrymore is working under Alan Crosland's direction at the Pickford-Fairbanks studio in Hollywood on his initial contribution to United Artists, "The Vagabond Lover," based on the Paul Bern script of the amorous and poetical Francois Villon, the French fifteenth-century poet and lover. Marceline Day acts as the leading lady. The German actor, Konrad

Veidt, has sailed for America at Barrymore's invitation to play the role of King Louis XI in his new film.

Buster Keaton is in Oregon finishing the camera work on "The General," his Civil War comedy which centers about the General-Texas railroad engine battle at Big Shanty, Georgia, in 1862.

Henry King is finishing desert scenes on "The Winning of Barbara Worth," the Samuel Goldwyn production in which Ronald Colman and Vilma Banky have the principal roles. Work will be started on Goldwyn's next picture after "Barbara Worth," with the same players co-featured and with George Fitzmaurice directing, as soon as the present production is finished. Morris Gest has gathered his international cast for "The Darling of the Gods," the first of his six films for United Artists. He is expected to announce shortly the names of the players. Edwin Carewe, accompanied by Count Leo Tolstoi, the Countess and Louis Jerome are in Hollywood, where they will begin work on Leo Tolstoi's "Resurrection." The adaptation was finished last week by Carewe and Count Tolstoi, son of the Russian master. Finis Fox is now doing the scenario and working script.

Vladimir Nemirovitch-Danchenko arrived in New York from Europe last week. United Artists' executives will announce their plans for the Russian director in the near future. Roland West will make "Two Years Before the Mast," Dana's sea classic, touring the world for that purpose. Norma Talmadge, upon completing her contract with First National, will make pictures for United Artists. No announcement has been made as to her first venture.

Constance, according to Joseph M. Schenck, will also, upon the completion of her present contract, make films for United Artists at the rate of two a year. Hans Kraely will probably be scenarist.

## \$25,000,000 for 51 M-G-M Films

More "Outdoor" Pictures Than in Past Year; Same Combinations to Produce

METRO-GOLDWYN-MAYER estimates a total of \$25,000,000 will be spent on 51 productions to be made for release during the 1926-27 season,

\$22,000,000 of which will be spent in California-made productions.

Stories of the outdoors will be more prevalent than in the past with drawing room and society drama playing a less important part in the season's output. "Mysterious Island," "Tell It to the Marines," "Trail of '98," "Slide Kelley Slide," "Red, White and Blues," "Flaming Forest," "Understanding Heart," "Captain Salvation," "Twelve Miles Out," and "The Temptress" are some of the outdoor stories to be shown during the coming months.

The same unit system of production used last year will again be followed in making the new pictures says Louis B. Mayer.

Players who are expected to reach stardom under the M-G-M banner during the coming year are: Renee Adoree, Eleanor Boardman, Lew Cody, Joan Crawford, Greta Garbo, William Haines and Sally O'Neil. This is the prediction of exhibitors, based on the present pace of the climb toward stardom of these players.

## Samuel Carlisle Added to Warner Bros. Staff

SAMUEL CARLISLE, who has been connected with the Price Waterhouse and Company for the past eleven years and who during most of that time has been delving into the motion picture industry and the affairs of producing and distributing companies, has joined the executive staff of Warner Bros. at the home office. He is serving as comptroller and assistant treasurer. Harry M. Warner, who made the announcement, has for the past two years endeavored to secure Carlisle for his organization, but negotiations between them were concluded but a few days ago.

New talent developed during the past year includes Patricia Avery, Francis X. Bushman, Jr., Estelle Clark, Joan Crawford, Karl Dane, Roy D'Arcy, Marceline Day, Greta Garbo, William Haines, Lars Hanson, Maurice Kains, Gwen Lee, Beatrice Lillie, Tim McCoy, Sally O'Neil, Greta V. Rue, and Barbara Kent.

## First National Personnel in Australia Changed

Important changes in the ranks of First National exchangemen in Australia have been effected. R. A. Davidson, formerly associated with the Wellington office, has assumed charge of the new branch office at Auckland. The Wellington exchange is now managed by Aubrey Durham, for the past two years associated with the West Australian territory. After having established an excellent sales record in Victoria, N. Matthews has been placed in charge of the Perth office. Cecil Mason, well-known film man of the Antipodes, became assistant general manager of Australasia. Although only in his early thirties, Mason is one of the pioneers in the industry's development in Australia.

## Fox Films Has New Picture Find in Nancy Nash

Triumphing over fifty other applicants for the role of Cicely Rand in "The City," Nancy Nash, a resident of Mercedes, Texas, is the latest find of Fox Films. Miss Nash was visiting in Los Angeles at the time of the tests for the part and it was due to the suggestion of a friend that she tried for the test. As Miss Nash originally intended to enter Texas University it was necessary for her to convince her parents by wire that the college career should be sacrificed for the motion picture. Fox Films officials confidently believe Miss Nash possesses the same screen talent evidenced by Janet Gaynor and Olive Borden, two other Fox Films finds.

## Gary Cooper Joins Cast of Paramount's "Wings"

In Lucien Hubbard's production of "Wings," Gary Cooper, recently signed to a long term contract as a Paramount featured player, has been cast for an important role. The list of names in the featured cast includes Clara Bow, Charles Rogers, Richard Arlen, El Brendel and Richard Tucker.

## Constance Talmadge—U. A. Release Confirmed

IT was officially announced this week by Joseph M. Schenck, chairman of the Board of Directors of United Artists and producer of the Constance Talmadge productions, that this star's future productions will be released through United Artists. Miss Talmadge has two pictures to make for First National release before starting her new distribution arrangements.

Miss Talmadge will make two pictures a year for United Artists; they will be sophisticated comedies of modern life.



# THE CHECK-UP

Weekly Edition of Exhibitors' Box Office Reports.

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."  
The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length	Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
FAMOUS PLAYERS							More Pay—Less Work	—	—	5	—	70	6,027 Ft.
Aloma of the South Seas	—	—	7	1	74	7 Reels	Silver Treasure, The	1	1	5	—	59	5,386 Ft.
Fascinating Youth	—	—	9	—	70	6,882 Ft.	METRO-GOLDWYN-MAYER						
Mantrap	—	—	5	—	70	6,077 Ft.	Battling Butler	—	—	5	1	75	6,970 Ft.
Nell Gwyn	—	—	6	—	70	6,741 Ft.	Road to Mandalay, The	—	—	10	4	79	6,551 Ft.
Padlocked	—	—	5	—	70	6,700 Ft.	Waltz Dream, The	—	—	5	1	75	7,322 Ft.
Show Off, The	—	—	6	—	70	6,195 Ft.	PROD. DIST. CORP.						
Variety	—	—	4	1	76	7,804 Ft.	Bachelor Brides	—	1	4	—	78	6,612 Ft.
You Never Know Women	—	—	5	—	70	6,064 Ft.	Up in Mabel's Room	—	1	6	6	82	6,345 Ft.
FILM BOOKING OFFICES							UNITED ARTISTS						
Bigger Than Barnum's	—	2	3	—	58	6 Reels	Black Pirate, The	—	—	4	1	76	8,200 Ft.
Dead Line, The	—	1	6	—	66	5,000 Ft.	Son of the Sheik, The	—	—	3	2	82	6,685 Ft.
Two Gun Man, The	—	—	7	1	74	5,467 Ft.	UNIVERSAL						
FIRST NATIONAL							Fighting Peacemaker, The	—	2	5	—	61	4,292 Ft.
Brown Derby, The	—	2	7	—	63	7 Reels	Flaming Frontier	—	1	4	—	64	8,829 Ft.
Great Deception, The	—	—	4	1	76	5,855 Ft.	Man in the Saddle, The	—	2	3	—	58	5,492 Ft.
Into Her Kingdom	—	—	5	—	70	5,855 Ft.	Terror, The	—	1	5	—	65	4,862 Ft.
Miss Nobody	—	1	6	1	70	6,859 Ft.	WARNER BROS.						
Pals First	—	2	4	—	60	6,834 Ft.	Footloose Widows	—	2	4	—	60	7,163 Ft.
Puppets	—	1	9	—	67	7 Reels	Hero of the Big Snows	—	—	5	—	70	4,745 Ft.
Savage, The	—	3	5	1	63	5,000 Ft.							
Senor Daredevil	—	—	3	2	82	6,402 Ft.							
FOX													
Gentle Cyclone, The	1	—	5	—	62	4,825 Ft.							

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,  
729 7th Ave., New York City

Date, .....

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

Class of patronage.....

Theatre.....

Population of Town.....

City..... State.....



# CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

## Wanted

**ORGANIST**, young man, conservatory graduate, years of experience, union, large library, song slides, novelty solos and trick effects. Leaving change of house policy. Best reference from present employer. Anywhere but extreme South. Good organ essential. Organist, 309 S. Dithridge St., Pittsburgh, Pa.

**FEATURE ORGANIST** at liberty wishes steady position; 10 years' playing and 4 years' factory experience. Complete library; play any make organ. No Photoplayers considered. Fair salary. If you need an "organist" who understands your musical needs, wire, write Frank C. Howard, Rialto Theatre, Pueblo, Colorado.

**WANTED**—Position as assistant cameraman. Have own equipment if needed. Desire connection immediately. Box 960, Motion Picture News, New York City.

**THEATRE MANAGER**—Over 10 years' experience pictures and vaudeville. Also exploitation and publicity expert. Know how to stage presentations. Furnish good references. Will accept position in any city; available immediately. In reply, state salary. Address "N-27," Motion Picture News, New York City.

**A-1 PROJECTIONIST** wants a steady position. 8 years experience with all equipments. H. A. Pope, Dierks, Arkansas.

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**FINE FILM STUDIO**, brick built on latest American lines, 3 stages 150 x 70 ft. each—concreted exterior stage 200 x 100 ft. Finest situation in England; any location within 60 miles. Equipped with lighting, flats, theatre, offices, complete dark rooms. Best offer wanted. Apply Box 4, Osborne-Peacock Co., Ltd., 11, Piccadilly, Manchester.

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**2 SHOWS SUN. EVE.** **RIALTO** **DAILY 1 to 10:30 p. m.**

THIS SUNDAY NIGHT — MONDAY — TUESDAY — WEDNESDAY  
GRAND FALL OPENING

— PRESENTING THE —  
GORGEOUS! STUPENDOUS! ALLURING! STUNNING! ROMANTIC! THRILLING AND MOST FASCINATING OF ALL 1927 PRODUCTIONS

Adam didn't know what he was starting when he gave a rib to learn the quaint old sport of matrimony!

It's six thousand—or six million—years since Eve first asked her husband for some fifty furs to buy some new fig leaves—and still women have "nothing to wear."

WILLIAM FOX Presents

**FIG LEAVES**

Modern Eve Revolts Against Love Without Luxury  
GEORGE O'BRIEN-OLIVE BORDEN  
PHYLLIS HAYES-ANDRE DE BRANCAS-CHARLES CONNELL-EDUARD JENSEN

What an Apple Did to Adam—A Peach Does to Mice Man Today—A True Life Story of Clothes That Made the Woman and Wrecked the Man.

NOTE  
THE FASHION REVUE in the Most Gorgeous Scenes Ever Produced in Motion Pictures. A Wonderful Natural color Presentation of the Latest 1927 Paris, London and New York Dress Creations.

PRESS: All New York Edition and Motion Picture Magazines Have Unanimously Demanded CRITICS: value in This Magnificent Production & Give World History—Beautifully Told

RIALTO	SAME	MAT.	15c	EVE.	30c
ADMISSION	ADULT	CHILD	10c	ALL SEATS	IMPROMPTU
THUR.	FRI.	SAT.	VIOLANTE YALL, J. Farrell Macdonald in "The Family Upstairs"	"MEN OF THE NIGHT" GABRIELLE CHAMBERLAIN ROBERT BAYNOR WANDA BARLEY	TWO FEATURES

**Pantages**  
Right temperature for health and comfort  
Kosance—Week of Sept. 6—Thrills

Modern Eve Revolts Against Love Without Luxury  
GEORGE O'BRIEN-OLIVE BORDEN  
PHYLLIS HAYES-ANDRE DE BRANCAS-CHARLES CONNELL-EDUARD JENSEN  
As Told in Emotional, Color New Love and Romance Picture  
8,000 Years Old

WILLIAM FOX Presents

**FIG LEAVES**

Don't Miss the \$30,000 Fashion Show  
Daring, Dashing, Dazzling Demonstrations  
**DANCE FASHIONS**  
"A Whirl of Dance Diversions!"

ADDED ATTRACTIONS—  
Reo & Helmer Quinn, Binder, Roy  
Fugate, Mather, etc.  
Sidney S. Styne  
The Personality Nat  
A Laughing Matter  
Spectacular Stage Surprises  
Plus News—Comics—Screen Novelties

**CAPITOL**  
A Grand Screen at Third Street  
Miami One Theatre—Dramatic—William Foxes Theatre—Exquisite

Starting Today  
George O'Brien and Olive Borden in  
**"FIG LEAVES"**  
A story of Modern Eve who would Love and Lust

Also  
—Orchestra—  
Capitol News Events  
Lee Brody at the Wurlitzer  
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# Studio Briefs



Ralph Forbes, the young English actor, who made his screen debut as John, one of the three Geste brothers in "Beau Geste," recently signed a long term contract with Metro-Goldwyn-Mayer. Forbes has been prominently identified with the theatre both in New York and London. He is now appearing with his wife, Ruth Chatterton, in "The Green Hat," at the El Capitan Theatre in Hollywood.

E. M. Asher has completed casting for "The Lady in Ermine," Corinne Griffith's current starring vehicle now in production at the Metropolitan under the direction of James Flood. The latest additions to the cast are Jane Keckley and Bert Sprotte, who will portray character parts. Other players who will be seen in the production include Einar Hanson, Francis X. Bushman, Ward Crane and Charles Sellon.

Appearing with Mae Murray in her latest picture for Metro-Goldwyn-Mayer, "Valencia," are two former Russian aristocrats, Michael Visaroff, former Russian official who recently appeared in Edmund Goulding's "Paris," and Michael Vavieh, also a former Russian dignitary, who was seen as the general in the screen-version of "The Swan."

Cecil B. De Mille has engaged Ernest Van Pelt, former independent motion picture producer, to act as production manager of the unit filming "The Cruise of the Jasper B," adapted from the Don Marquis novel and starring Rod La Rocque.

Patrieia Avery, Metro-Goldwyn-Mayer's newest screen discovery, who just finished her role in "Annie Laurie," has been given a part in "The Little Journey," which Robert Z. Leonard is directing, with Claire Windsor, William Haines and Harry Carey in the leading roles.

"Stepping Along," Johnny Hines' new First National picture, has passed the camera stage and is now undergoing the process of cutting, editing and titling under the personal supervision of the comedian. Jack McGowan is preparing the titles and George Amy is doing the cutting and editing.

Lillian Leighton, character actress, who played an important role in Ibanez' "Torrent," is the latest addition to the cast of a feature dealing with a modern romance of Spain, being directed by John Stahl and co-starring Ramon Navarro and Alice Terry. Players who are in the cast include Edward Connelly, George K. Arthur, Edward Martindel and Otto Hoffman. The story is adapted from the play by the Spanish dramatist, Jose Echegaray.

Priseilla Dean has started work on "Jewels of Desire," with Paul Powell directing and John Bowers the male lead. Marie Prevost is working on "Man Bait," under Donald Crisp's direction and Kenneth Thompson in the leading masculine role. Anthony Coldewey is preparing the adaptation of "The Rejuvenation of Aunt Mary" for Metropolitan. Douglas Fairbanks Jr. is a member of the cast supporting Marie

Prevost in "Man Bait," as are Betty Francisco, Adda Gleason and Eddie Gribbon.

Max Fabian, photographer of "The Barrier" and other Metro-Goldwyn-Mayer productions, will handle the camera during the filming of John M. Stahl's new film for that company, starring Ramon Navarro with Alice Terry.

Marguerite De La Motte, who recently completed "Pals in Paradise," has been loaned by Metropolitan to Universal for one picture. Director George Seitz is busy with the cutting of "Pals in Paradise." Harrison Ford and Phyllis Haver are getting ready for "No Control," which Scott Sidney will direct.

Dimitri Buchowetzki, the Russian director, filming "Valencia" for Metro-Goldwyn-Mayer, has assembled his technical staff in which are included Percy Hilburn, who photographed "The Blackbird," "Memory Lane" and other Metro-Goldwyn-Mayer films, and H. Bruce Hummerstone, who assisted Edmund Goulding in the filming of "Paris," as first assistant to the Russian director.

At the Metropolitan Studio Leatrice Joy is about to start work on "Nobody's Widow." H. B. Warner, Jacqueline Logan, Ernest Torrence, Dorothy Cummings, Robert Edson, Joseph Schildkraut, Rudolph Schildkraut and many more are working in "The King of Kings." Jetta Gondal is starting "Fighting Love" with Nils Chrisander directing.

E. M. Asher, who produces Corinne Griffith's features for First National, has engaged Charles Sellon, character actor, for an important role in "The Lady in Ermine," Miss Griffith's newest starring vehicle on which camera work has been started under the direction of James Flood. Horace Jackson has been put in charge of the designing and art work of "The Lady in Ermine."

The leading feminine role in "The Taxi Dancer," Robert T. Shannon's story which Harry Millard will direct as a Metro-Goldwyn-Mayer production, has been assigned to Joan Crawford, who was selected after twenty-one girls had been tested. A. P. Younger, who did the screen adaptation of "Brown of Harvard" is preparing the scenario of "The Taxi Dancer."

It took three directors, or the services of Walter Lang, Glenn Belt and Renaud Hoffman, to shoot a pitched battle in a picturesque street of a South American republic which fight figures prominently in "Money to Burn," the Gotham production which, it is said, even in its rough stages, has exceeded by more than double the cost of any previous picture released by Lumas.

In Lou Tellegen's production for Fox Films, "My Wife's Honor," Dolores Del Rio is the leading featured player in the cast and Paulette Goddard the feminine heavy.

Bebe Daniels has started work on her

new Paramount picture, "Stranded in Paris," under the direction of Arthur Rosson. James Hall appears opposite Miss Daniels. "Stranded in Paris" is an adaptation by Hermann Mankiewicz and John McDermott of the German novel, "Jenny's Escape." The scenario is being prepared by Ethel Doherty and Louis Long.

The Fox Film corporation has engaged the services of Philip Klein to do the scenario from the "The Music Master," the play by his father, the late Charles Klein. Allan Dwan will direct the film.

The cast of "While London Sleeps," Rin-Tin-Tin's new starring vehicle for Warner Bros., was augmented the past week in the persons of John Patrick and George Kotsionaros, a Greek wrestler who has contributed several screen characterizations. In the Rin-Tin-Tin picture he will play a difficult characterization—that of a half man and half ape. The unit is working in sets of the Limehouse district of London. The supporting cast is made up thus far of Helene Costello, Walter Merrill, De Witt Jennings, Otto Mattiesen and Carl Stockdale.

Another "heavy" role has been given Lloyd Whitlock, who a short time ago played the same type of role in Ray Roekett's "Paradise." Whitlock will appear in the screen version of "Not Herbert," Howard Erving Young's stage play of the same name. Featured in this production is Ben Lyon. Pauline Starke has the leading feminine role. Also in the cast are Sam Hardy, Virginia Lee Corbin, Diana Kane, Tammany Young, Christine Compton, Byron Douglas and Charles Craig. Howard Higgin is directing.

Jacques Rollens is the latest player to be added to the cast of "The Story of Mother Machree," which John Ford is directing at the West Coast studio of Fox Films.

The Warner Bros. exercised their option on the services of Edward Clark, playwright and scenarist, and under the terms of his new contract he will write exclusively for them hereafter. He has just completed "Mama Kiss Papa," which is now in production featuring George Sidney, Louise Fazenda and Vera Gordon. He also wrote "Broken Hearts of Hollywood," "Private Izzy Murphy" and "Silky Ann."

New members of the cast of "His New York Wife," J. G. Bachmann's latest production, are Charles Cruze and Fontaine La Rue. Cruze recently appeared opposite Alberta Vaughn while Miss La Rue, formerly starred in the Parisian Folies Bergere, is a recent arrival in this country. She replaces Erin La Bissoniere, originally announced for the vamp role.

Under a new long term contract with Famous Players-Lasky, Irie Stuart was given her first role—that of "Theresa," second lead in "Stranded in Paris," Bebe Daniels' starring picture. Miss Stuart was placed under contract by Paramount late in July. She was formerly a model for magazine covers and advertisements.



# Many Respond to "Mandalay" Essay Test

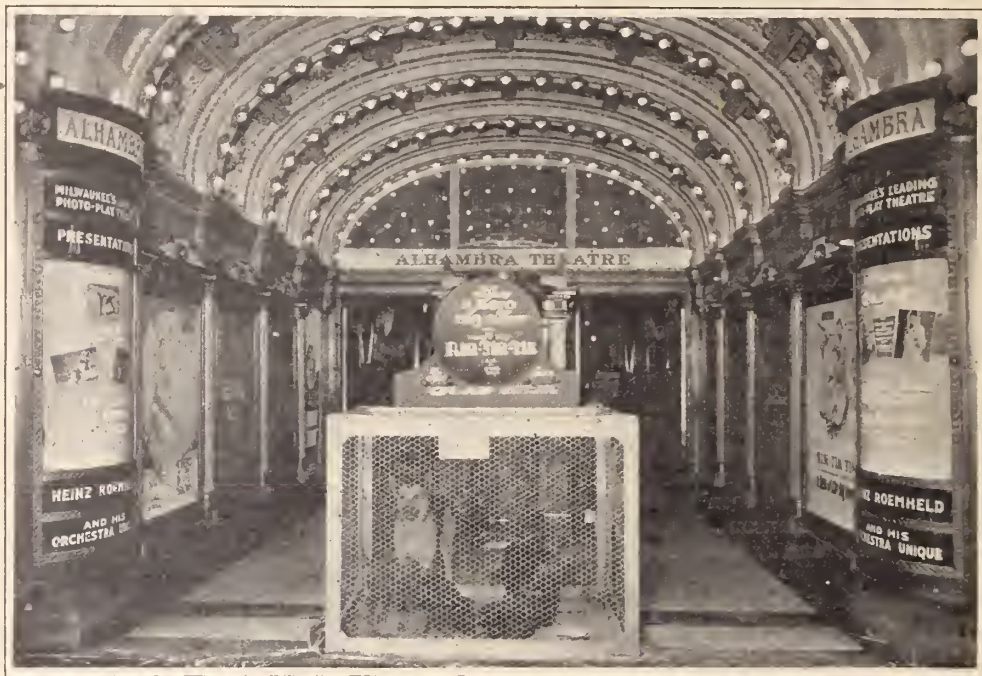
## Letters on Chaney Acting Invited by Austin Newspaper

AN essay contest proved to be one of the outstanding stunts in Manager T. Wilson Erwin's campaign on "The Road to Mandalay" when it showed at the Majestic Theatre, Austin, Tex.

Through a tie-up with the Austin Statesman, prizes were awarded for the best essays on what you consider to be Lon Chaney's greatest characterization. The essays were limited to 100 words and the prizes consisted of \$10 to the winner, \$5 to the second best, and a month's pass to the Majestic for the third best.

300 signs in the shape of an arrow, were tacked on buildings, bridges, and posts throughout the city streets and country roads. The signs pointed in the direction of the Majestic Theater and read, "This is the road to Mandalay—Majestic Theatre—Mon., Tues., Wed."

A window display was arranged with a corner drug store in the business section. Stills and cards announcing the picture, theatre, and pay dates were conspicuously displayed.



A police dog and two woolly pups displayed in the lobby of the Alhambra Theatre, Milwaukee, attracted attention to the showing there of "A Hero of the Big Snows" (Warner Bros.). Display was arranged by Manager Rudolph A. Kuehn

## "Mantrap" Signs Warning at Street Excavation

Because the streets in the business district were torn up, due to the installation of a sewerage system, it offered Manager George R. Stewart a splendid opportunity to advertise "Mantrap" when it played at the Sterling Theatre, Greeley, Colo.

One hundred 12x15 placards worded, "Danger—Mantrap," mounted on pointed laths were stuck liberally around the diggings and even in the street intersections where electric traffic markers were being installed.

## Motorists Target for Teaser Campaign on "Stop, Look and Listen"

WHEN "Stop, Look and Listen" played at Pleasanton, Kan., under the auspices of the American Legion, a novelty teaser sign used as an exploitation medium attracted wide attention and caused general comment.

Several weeks before the picture was to play, the Legionnaires put up a "stop" sign at the intersection of two roads, placing

two red lanterns on the sign. There is a great deal of travel on both of these roads. Naturally, everyone would rush almost onto the sign, and then stop suddenly, affording a great deal of amusement to the onlookers, who knew there was no danger, but yet were not on to the secret. Finally, several days before the picture was to play, the "Stop, Look and Listen" sign appeared, thus solving the mystery.



A huge suit box was the symbol used by the Best Theatre, Parsons, Kan., in the exploitation for Universal's "Skinner's Dress Suit." The box was used on a truck as a ballyhoo in advance of the showing and occupied a central place in the lobby of the theatre during the run of the picture

## Cleaner Co. Distributes Heralds for "Skinner"

Through a tie-up with the Standard Dry Cleaning Co., Manager F. J. Miller obtained a wide circulation of advertising when "Skinner's Dress Suit" played at the Modjeska Theatre, Augusta, Ga.

Heralds, bearing the words, "we cleaned 'Skinner's Dress Suit' and we would like to serve you," followed by the name of the company, were distributed several days in advance of the film showing.

The theatre took care of 2,000 heralds while the Cleaning Co. saw to it that 3,000 more were distributed.

## Makes Mystery of Star in "Miss Nobody"

Manager S. S. Oakley introduced a mystery element into his campaign for "Miss Nobody" at the Liberty Theatre, Lake Worth, Fla., by blocking out the name of the star, Anna Q. Nilsson, on all posters and omitting the name from other advertising. All the advertising substituted a question, asking fans to guess who the star was, for the missing name. The campaign thus was centered about the line, "Who is 'Miss Nobody'?"



## "3 Bad Men" Thrill Cleveland in Teaser Campaign



MANAGER John Royal of B. F. Keith's Palace Theatre, Cleveland, joined ballyhoo and teaser principles and evolved a formula which worked out as one of the most novel advance campaigns staged for a picture in a long while. The campaign was used for "3 Bad Men" and it attracted the keenest interest to the showing at the Palace of this Fox production. He engaged three ballyhoo artists to appear in make-up of the conventional "bad man" and ride about the streets mounted on horses. The appearance of the "bad men" was advanced by small teaser ads, in the Cleveland newspapers, under the heading "warning."

The ads read: "Watch out for the 3 Bad Men—Call Superior 2280." The phone number was that of the theatre. Other teasers read: "Headed this way—please be on the lookout for the arrival in this city of 3 Bad Men—Call Superior 2280." When the bad men finally appeared on the streets it was with banners flashing the news that the "3 Bad Men" were appearing on the screen of the Palace Theatre. Display ads in the newspapers announcing the showing broke simultaneously with the appearance of the ballyhoo. The "bad men" and the lobby display used for the picture at the Palace are shown in the photos above.

## The Place of Teasers in Exploitation

### Arousing Curiosity of Purchasing Public a Vital Force in Advertising the Picture and the Theatre Profitably

By MAX TRELL

First National Publicity Department

THERE is only one thing more important than teasers. That is the show itself. In many instances of early showmanship, however, the factor that was really essential was not the show but the stimuli that encouraged patronage.

Teasers, as the motion picture exhibitor knows them, claim kinship with such apparently remote forces as the "big parade," meaning here the motley procession that heralds the advent of the circus, and the "barker." Their relationship lies in the fact that they exist by reason of their arousing the curiosity of the purchasing public. Those who have listened attentively to the "barker" are aware of the secret of his success. It consists in talking a great deal, whilst evincing the greatest enthusiasm, and at the same time "giving away" as little of the actual show that awaits to unfold itself within the tent as is humanly consistent with intelligent showmanship. The best teasers do no less, although their appeal is made in cold type instead of moving verbal utterance coupled, in many instances, with a highly developed form of acting.

#### Two Types of Teasers

Teasers, like the motion pictures which they serve, fall roughly into two classifications: comic and serious. It hardly needs to be mentioned that the teasers are closely adapted to the type of production that they forerun. Comedies call for comedy teasers. Dramatic attractions require teasers that are in the main serious, if not actually

dramatic. Sometimes a daring exhibitor will reverse the mode. But such procedure is dangerous and is generally to be avoided.

Broadly speaking, all pictures admit of exploitation by teasers. However, some are not so easily taken in hand as others and exhibitors, as a rule, favor specials, or pictures provided with title or plot which specifically lends itself to mystification. In Colleen Moore's recent vehicle, "Irene," First National's publicity department, under C. F. Chandler, saw an opportunity to create a set of teasers based on the strong fashion element in the production. In consequence a set of six were prepared, each bearing the Colleen Moore facial imprint and the figure of a mannequin in diminuendo. The ad copy read as follows: Colleen Moore presents Dolores (name changed in each teaser) one of the sixty glorified models in "Irene," her greatest comedy achievement and the world's greatest style show—a sensation!"

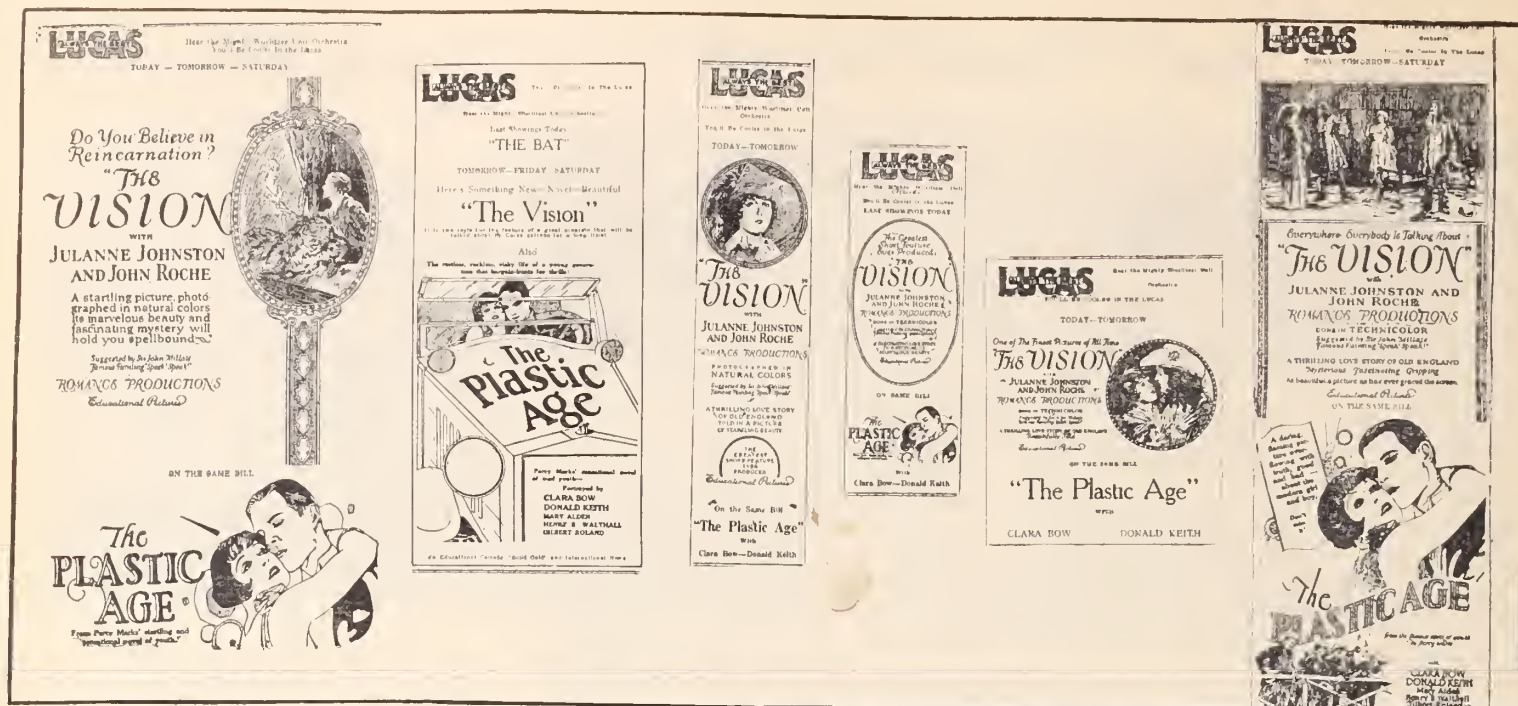
#### Selling the Star with Teasers

Although Harry Langdon's "Tramp, Tramp, Tramp," was his first feature-length comedy release for First National, it was decided that Harry and not the picture should be played up in the series of six teasers and a closing ad that First National's press-book department designed for exhibitors. Thus, each of the six teasers

contained a line, such as "Society Worships Him," "Babies Cry For Him," etc., amplified by a humorous illustration. The makers steered clear of overburdening the 2 in. X 1 col. space allotment, either with superfluous copy or too expansive pictorial content. The closing ad contained the lines, "And Now We Have Him," the illustration showing a head of Langdon under which appeared the title of the feature.

One of the cleverest adaptations of a humorous idea is contained in the set of teasers accompanying "Sweet Daddies." Here the play was on the word "masterpiece" as translated into six foreign languages, including Chinese, Greek, Russian and French. The illustration graphically portrayed the significance of the foreign word so that even he who ran was able to grasp the meaning, although possibly ignorant even of the word's lettering. The final ad, as used by the Kentucky Theatre, Lexington, Ky., cleared up the mystery by stating that the various foreign words all meant in plain American "Sweet Daddies," and mentioned the name of the theatre. Previously the name of the theatre had been kept a secret, the same being true of the two sets described in the foregoing. A further adaptation of the "Sweet Daddies" teaser idea was applied by the Kentucky Theatre to government post-cards, these being sent out to the theatre's mailing list, although the theatre was not mentioned on the cards. Including the final card, which gave away the name of the theatre, the series consisted of four cards.





Samples of the newspaper displays used to feature the showing of "The Vision," Educational-Technicolor production in three reels, at the Lucas Theatre, Savannah, Ga., are illustrated in the reproductions above

## "The Vision" Made Feature of Campaign by Lucas in Savannah

ARTHUR LUCAS, manager of the Lucas Theatre, Savannah, Ga., recently completed a successful and unique advertising campaign on "The Vision," which he showed at his theatre August 19, 20 and 21.

In advance of his newspaper advertising, which amounted to some 80 inches for "The Vision" alone, he sent out postcards to his regular patrons with the following printed on the back:

"Novelty is only offered every now and then. The frequent isn't novel. I do not want a Lucas patron to miss the novelty that will be presented, Thursday, Friday and Saturday, August 19, 20, 21. Although only in two reels it will be the feature of a most inviting bill. For sheer beauty and gripping appeal 'The Vision,' inspired by the painting 'Speak!' is the last word in a novel and worth-while film. 'The Vision' is an inspired creation."

Mr. Lucas opened his newspaper campaign by planting mats showing scenes from "The Vision" in the newspapers on Monday, August 16, when in his advertising space at the bottom he said: "Note—'The Vision,' a novel in two reels, will be fea-

tured Thursday, Friday and Saturday." This was repeated on Tuesday. Then on Wednesday he placed another scene cut on page two of one of the Savannah newspapers and carried a two-column by 9-inch ad, in which prominent display was devoted to "The Vision."

On the opening day of the Romance Production, Mr. Lucas in an elaborate layout used 21 inches in a three column by 11 inch ad for his Short Feature in one paper and 12 inches in a 25-inch advertisement in the other newspaper. He also was able to place another scene cut in the news columns.

### Distorted Mirror Attracts Attention to Window

A trick mirror, giving a distorted reflection of those who gazed into it, proved an excellent attraction for a tie-up window in which the showing of "You Never Know Women" at the Strand Theatre, Birmingham, was featured with a display of trunks and hand-luggage by a store in that city.

## Old Stunts Effective When Revived in Birmingham

Two old timers in the way of exploitation stunts were revived successfully in Birmingham recently by Manager Rodney Bush, of the Galax Theatre. The stunts were used for "The Social Highwayman." The first was a ballyhoo, which consisted simply of a man dressed in evening clothes and wearing on his back a small sign announcing the picture, dates and theatre. He wore a mask and carried a walking stick—accessories which heightened the interest of people on the street, who seemed to find the sight most curious and turned for a second look and thus got the theatre's message. The other was a revival of the old safe stunt. A safe was placed in the lobby, with a card announcing that a pair of seats would be given anybody who succeeded in opening it. Several attempts were made to open it, a large crowd invariably gathering to witness the efforts.

### Cliff Lewis Now with Publix

Cliff Lewis, who has been looking after exploitation and advertising at the Strand in Syracuse, and formerly with Shirley's Theatres in Schenectady, has gone with Publix in New York City.



Pictorial publicity for pictures. Pathe publicity department has made a "serialization" of the screen episode play, "The Fighting Marine," with stills telling the story of adventure and thrills. Daily strips relating a chapter in the play are being published by a number of newspapers throughout the country. The N. Y. Graphic is publishing the feature in New York, where delivery trucks and news stand display cards are being used to publicize the feature



# Regional News from Correspondents

THE Minneapolis Council, which was to act on a measure regulating the housing of film in the loop district and the observance of underwriters' rules, has postponed the action for thirty days. The postponement was made at the request of theatre men who asked time to draw up a compromise measure.

The Rialto Theatre, Minneapolis, suffered fire damage to its projection room Thursday night when film was ignited in the machine but the fire-proofing of the projection room prevented spread of the flames to other parts of the theatre and reduced damage to a minimum.

A baby daughter, born Sunday to W. R. Liebman, Pathe branch manager in Minneapolis, died Tuesday. Mrs. Liebman is reported, however, to be recovering rapidly.

Motion pictures of waterways transportation in Germany were shown the Minneapolis City Council in its discussion of a river development matter the other day by courtesy of Finkelstein & Ruben.

James Jordan has bought the Auditorium Theatre at Defiance, Ia., and will operate it in connection with the Electric Theatre, Manilla, Ia., of which he is manager.

L. J. Wegener, of Blank Theatres at Fort Dodge, has reopened

## Minneapolis

the Majestic in that Iowa city.

J. G. Connelly is back at the Rialto Theatre, Waterloo, Ia., of which he was formerly manager.

The Idle Hour Theatre, Chancellor, S.D., has been reopened after three months dark, and extensive remodeling.

The Dakota Film Exchange, Fargo, N.D., is now managed by W. T. C. McCarthy.

Harry Muir will travel Northern Minnesota for Screen Classics Corporation, Minneapolis.

A. B. Leak, Minneapolis manager for Famous Players-Lasky, is on the honor roll of the Hays organization for fire prevention work.

E. N. Neu, manager, opened the Carroll Opera House at Carroll, Ia., Sunday night.

Under management of Mrs. M. Arvig, motion pictures have been resumed in the Opera House, Walker, Minn.

It is now Detroit Lakes instead of Detroit, Minn., and H. W. and A. Anderson of that Minnesota city, have added to the houses they own there and at Frazee, the Liberty Theatre at Fosston, another nearby town.

The Opera House, Elgin, Ia., is

now in the hands of William F. Miller, but he is said to be still undecided whether he will operate or not.

The Empress Theatre, Storm Lake, Ia., has just been reopened.

The editor of the Becker County "Journal" A. B. Demo, has taken over management of the Star Theatre, Lake Park, Minn.

The Photo Pla Theatre at Hazen, N.D., now has the most unusual name of any theatre in the United States. It has been christened the Hoodoo.

L. E. Piercy & Son's motion picture house at Flaxton, N.D., has raised admission to 30 cents for adults.

The new Miller Theatre at Napoleon, N.D., was opened recently with a grand opening dance.

Mr. and Mrs. R. T. Laatsch are now handling the Grand, at Mondovi, Wis., formerly leased by the Northern Wisconsin Amusement Company.

W. W. Arnold, late of the Grand, Carrington, N.D., has leased Kremer Hall at Sykeston, N.D., for a theatre.

G. Sorenson, who operates the Garden at Phillips, Wis., has also

opened the Ogema Opera House at Prentice, Wis.

Vic Johnson, owner of Movie Hall at Grenora, N.D., has sold an option to Martin Knutson, Minneapolis.

"Old Time Movie Week" reopened the Dubuque, Ia., Majestic Theatre last week.

William Clifford, who has been handling the St. Paul Tower for Finkelstein & Ruben, has been transferred to the Duluth Lyric.

Father Zarrilli of Two Harbors, Minn., came to Minneapolis the other day to book for the Palm Theatre, which he said had been taken over by Charles P. Christensen and W. R. Wright.

After four years in the dark, the Orpheum Theatre, St. Paul, will reopen September 25 with a stock company.

Finkelstein & Ruben have renamed the Winona Opera House the Winona.

F. & R. have named George Langness to manage the Regent at Eveleth, Minn.

J. C. De Wall, Pathe's traveling auditor, has gone back to New York after a week here.

Mystery still surrounds the fire which burned out the Miller Theatre, Bonsteel, S.D., last week, Dan Turney, manager, said.

Fire which started in a barn back of the theatre razed Kersten's Opera House, Wittenberg, Wis., recently.

## South East

THE Rialto Theatre, Columbia, S.C., which was formerly owned by Mr. L. T. Lester, Jr., has been sold to B. L. Hall, of Batesburg, S.C.

A. B. Cheatham, personal representative of Arthur Bromberg, Progress Pictures, is spending several weeks in the Charlotte office of the aforesaid company, making trips into the territory with the local manager, H. H. Everett.

W. E. Stewart, of the Pastime and Westmore theatres, Concord, N.C., paid a flying trip to Charlotte during the past week.

Claude Edgerton, owner of the Peoples Theatre, Roanoke Rapids, N.C., is building a new theatre in Wilson, N.C., which they expect to open about the first of October.

T. B. Smith, has advised that his theatre in Clinton and the theatre in Ayden, N.C., will start operating six days a week. These theatres, for the past few months, have been running on a three-day-a-week basis.

Claude Edgerton, of the Peoples, Roanoke Rapids, N.C., has leased the new theatre which is being built by the Oxford Amusement Co., Oxford, N.C., and will open this house in the early part of October.

It is reported that S. S. Stevenson, general manager of the Stevenson Theatres, Inc., has selected two more sites in the Piedmont section of North Carolina in which

he expects to shortly construct theatres.

The Charlotte Better Films Committee announced that they will again start their Saturday Morning Children Matinees at the Imperial Theatre. These matinees were discontinued during the summer and Mrs. J. A. Parham, President of the Better Films, and Mr. Irwin, have arranged to renew these programs.

George Parr, of the Imperial Theatre, Lancaster, S.C., paid Film Row a visit during the past week.

J. E. Webb, owner and manager of the Imperial Theatre at Kings Mountain, has thrown the doors of the beautiful amusement palace open to the people of Kings Mountain. This community, which has a population of only about 3,000, should be very proud of a beautiful theatre like this, which was erected at a cost of approximately \$50,000. It is modern from every standpoint, fully equipped with the latest and most modern equipment. Mr. Webb states his theatre is doing a very nice business and he is more than pleased so far, with the results obtained.

A. F. Sams, general manager of the Piedmont Amusement Company, Winston-Salem, N.C., and Mr. M. Merriwether, manager of the Pilot and Amuzu, W. Salem, N.C., were Charlotte visitors the past week.

## TRAILERS SELL SEATS NATIONAL SCREEN SERVICE

THE  
**ONLY**  
TRAILER SERVICE  
WITH  
**ACTUAL**  
**SCENES**  
FROM THE NEGATIVE

Chicago, Ill.  
845 So. Wabash Ave.

New York City  
126 West 46th St.

Los Angeles, Cal.  
1912 So. Vermont Ave.





## Albany



**MILTON CAPLON**, salesman at the Warner Brothers' Exchange in this city, is out a \$450 diamond stickpin as well as his watch and chain and \$12 in cash, through having his room burglarized at one of the local hotels. Several other rooms were entered during the same night. The burglars even took Mr. Caplon's check book and twelve cents in stamps.

Bob Pierce, of the firm of Whitney, Young and Pierce, of Ilion, announces that the work of redecorating the Capitol Theatre there has been completed. It is said that the company is looking around for another house near Ilion and will branch out soon.

A. W. Goodman is planning to dispose of the Orpheum Theatre in Utica, and judging from the number who are after the theatre, he will have little trouble.

Eva Goldstein, formerly of the First National Exchange here, has now gone with Warner Brothers, where she will become secretary to Harry Seed, the local manager.

Owing to prevailing conditions in Greece, it is quite possible that Alec Papayanakos, owner of the American Theatre in Canton, will postpone his contemplated visit back home for a few months.

The First National Club, of this city, made up of members of the exchange, is planning to reorganize for the winter months and stage a number of social affairs.

Dave Seymour's Theatre, in Saranac Lake, is to be used for a monster benefit, which will be staged next month by William Morris, of New York City, and which will bring to the Adirondack town several stars of the stage and film.

Al Herman, who recently resigned as manager of the First National Exchange here, returned to town this week, and began his duties as manager of the Producers Distributing Corporation Exchange. Mr. Herman spent last week at Rockaway and came back with some wonderful tales as to his scores over the links there.

Dave Murray has resigned at the local Universal office as salesman and has been succeeded by Leon Herman, who has been acting as a salesman for Metro-Goldwyn-Mayer in the Catskill and Capital districts.

Henry Grossman, of New York, journeyed up to Hudson last week to inspect his theatres there. It was his first trip in several weeks. Mr. Grossman has entirely recovered from the effects of an operation for appendicitis.

In memory of her late husband, who was one of the pioneer exhibitors in Albany, Mrs. Samuel Suckno has presented a Holy Scroll to the Albany Synagogue. Mr. Suckno operated the Albany and Regent theatres at the time of his death, about two years ago.

Jack Hutcheon, operating the Strand, Regent and Rialto theatres, in Amsterdam, is playing quite a bit of golf these days, but according to friends from along Film Row in this city, he will never equal Bobby Jones.

Charles Sesonske is adding about 800 seats to his Liberty Theatre in Watertown. Mr. Sesonske took over the Opera House in Lowville last week and plans to run both vaudeville and pictures during the months to come.

Myer Schine and Pete Dana, of

Gloversville, were among the exhibitors in town last week, at the meeting of the Arbitration Board.

The men and women in the Pathe Exchange presented Mr. and Mrs. R. J. Meigs, Jr., with a handsome silver serving set. Mr. and Mrs. Meigs were married in Westfield, N.J., and will be at home to their many friends in this city on and after September 27. Employees of the Associated Exhibitors Exchange here also gave the couple a piece of silver.

Ed Walsh is once more back handling the Albany Theatre in Schenectady, which has reopened as a first-run house. The theatre has been extensively decorated during the past summer and presents an attractive appearance.

Frank Learnan, who has been manager of the Strand in Schenectady for some time past, will take on additional duties in looking after the Barli, which is operated by the same management.

The Crescent Theatre in Schenectady, is once more in operation with Betty Feuer in charge. The house was closed during August while the main business street in the city was being widened. The work seriously interfered with several theatres and business at the Crescent fell off to the extent that it was decided to close the house for the time being.

Another effort is to be made to ascertain the public sentiment in Ogdensburg on Sunday shows. A representative of the Schine Bros. spent several days in Ogdensburg last week, conferring with the Mayor and other city officials. The Schine Bros. have recently taken over three theatres in that city.

Frank Hickey, treasurer of Farash Theatres, Inc., in Schenectady, is back on the job following a vacation spent in the Adirondacks.

C. H. Buckley, owner of the Leland and the Clinton Square theatres, was a mighty proud husband this past week, when Mrs. Buckley carried off first prize at the municipal flower show for the best decorated table.

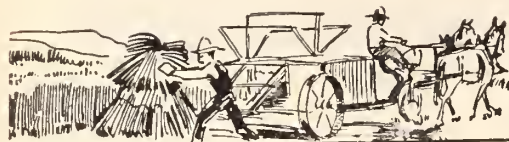
W. W. Farley, of Albany, one of the best known motion picture theatre owners in this part of the state, and for many years a recognized Democratic leader, has been named as a delegate to the party's convention in Syracuse, the latter part of this month.

Captain Broome is no longer running the Grand in Scotia, and will devote his efforts during the months to come, to the popcorn business, which he controls in Schenectady. Captain Broome was at one time associated with the Shirley enterprises.

Miss Levine is the new organist at the Pine Hills Theatre, succeeding Fred Corcoran, who has gone to Harmanus-Bleecker Hall, where he replaces Stephen Boisclair, who is the organist at the Mark Ritz.

The Albany Film Board of Trade, following an inspection last week at local exchanges, gave the Metro-Goldwyn-Mayer office first honors for fire prevention and general appearance.

Frank Chase, of Pine Plains, and Frank Asher, of Rhinebeck, both owners of theatres and likewise in charge of the Dutchess County Fair, will now be able to give more attention to their houses as the Fair is over after several most successful days.



## Des Moines



**PARK ROEBUCK** of the Ideal Theatre, Des Moines, has closed his house and is spending a little time and some money in remodeling and redecorating the theatre. He is changing the front of the theatre, adding a canopy, putting in a new lighting effect and adding greatly to the appearance of the Ideal.

A. G. Stolte, booking manager for A. H. Blank, now has charge of the booking for the seven houses at Moline, Rock Island and Davenport which are of the Blank chain. Mr. Stolte does the booking for the theatres at Iowa City, Newton and the five in Des Moines, making in all seventeen houses for which he acts as booking manager and theatre supervisor.

Mr. and Mrs. Byron Watson will open their theatre at Knoxville on September 21. But the theatre has yet no name. Mr. Watson was in this week to buy new lobby frames for the new Knoxville house.

R. M. Copeland, formerly head salesman, has replaced Frank Crawford as manager of the Des Moines branch of Famous Players. Mr.

McClintock, formerly head booker, was succeeded by M. E. Anderson who came from the Minneapolis office to take charge of the booking department. There were also a number of other changes made in the staff of the exchange at the same time.

Little Miss Benjamin, daughter of Mrs. Benjamin, secretary of the Des Moines Film Board, is now fully recovered from her illness and appendicitis operation and is back in school again.

The office of the Fox Film Company which was expected to be ready for occupancy on September 15, will not be open until about September 23 or September 27. Ben Reingold, who was two years ago manager for Metro-Goldwyn-Mayer in Des Moines and who since then has had charge of the Omaha office of Fox, will be the manager of the new exchange office. Mr. Reingold is not only well known but well liked in this territory. It was at his request that he was given the Des Moines office upon the announcement of the plan for establishing the exchange here.

A. H. Blank has bought the Leccire Theatre at Moline, Ill., adding one more to the theatres controlled by Mr. Blank in the tricity and making about the thirty-third theatre in his chain. The theatre will be closed on September 26 while it is being remodeled, new seats put in, etc. The theatre will be ready for opening on October 3. Five thousand dollars will be spent upon the remodeling of the Leccire. It is a 1700-seat house.

Two new cars appeared here this week. Clyde Pratt, salesman for First National, has a new Nash sedan and Lew Ellman, also with First National, has a new Chevrolet coupe.

A. G. Stolte, theatre supervisor for the larger theatres of the A. H. Blank chain, was in Davenport last week for the purpose of settling the strike of musicians, stage hands and operators there. The theatre employees were on strike for a general increase of wages. A satisfactory settlement was made.

Two Peerless lamps and a transverter were sold by Mr. Thiele, of the National Theatre Supply

Company, last week to the Strand Theatre Company at Creston.

Rose Browder is the cashier for the Pathe office since Mr. Anderson, who served in that capacity for a number of years, went to Florida on a year's vacation. Miss Browder has been with the business office of Pathe for some time.

C. T. Lynch, from the Metro-Goldwyn-Mayer office of St. Louis, made a visit to the Des Moines office. He was accompanied by J. E. Flynn, district manager.

Visitors in Film Row were Mr. Ellsworth, of the Metropolitan Theatre at Iowa Falls, Ross King, of Barnes City, and E. P. Smith, of Newton.

H. A. Kauffman, manager of the Pathe office, spent two days in Omaha in a sales conference with W. A. Mack, district sales manager. Mr. Mack will visit the Des Moines office next week.

The Blank Enterprises bought seven new Simplex machines last week. Two were for the Rialto Theatre at Omaha, two for the Broadway at Council Bluffs and the other three are to be kept at the theatre supply office for emergency.





# New York and New Jersey



**A**LTHOUGH the Sunday closing situation continues to seethe back and forth in different parts of the country, the condition at Asbury Park remains the same as when the several houses in that resort city decided to test out the old Jersey blue laws to the extent of keeping open on the Sabbath Day. Approximately five theatres formerly under control of Walter Reade and now operated by Charles Bryant seem to be meeting with little or no resistance on the part of the reformers in their effort to provide Sunday shows. It is also said that the suit against Walter Reade for a Sunday showing in New Brunswick, N. J., has been dismissed.

Lee Newberry, chief of the Newberry Theatre Circuit of Southern New Jersey, will follow his usual custom of closing the several houses in that section from September until next season. These theatres are principally located at Bayhead, Seaside Park, Bradley Beach, Spring Lake and Belmar.

Those who were acquainted with William Weisfeld when a salesman for the New York branch of Pathe Exchange, will be interested to know that Weisfeld is more than making good as Sales Representative of the Golden Park Beach Company. This concern has been active in the development of four hundred one-family houses.

Most everyone who happens to have business in the New York Exchange room of Pathe, cannot seem to resist the temptation of walking up to a punching bag which hangs there and giving it a swat. After a particularly hard session with one of the branch salesmen, exhibitors have been observed handing the bag a vicious blow on the way to engage their accessories; and early this week, William Raynor, Pathe manager, was seen circling around the elusive leather with the evident intent of either keeping in form in order to pound forceful arguments into the heads of his customers, or with the idea of taking on the winner of this Thursday's big fight. At any rate, the bag makes most popular and appropriate equipment for any film exchange.

"Nick" Nicolette, of the Strand Theatre, Union City, navigated his familiar six-foot figure among the New York exchanges this week. "Nick" made a statement to the effect that the "Murphys" are steadily on the increase over his way.

The Star Theatre, Lyndhurst, N.J., has been remodeled and has recently reopened under new management.

Another New Jersey theatre to undergo extensive repairs and re-decorating is the Victoria in Elizabeth. This house seats approximately 600 and will reopen about October 1.

Universal Theatre Corporation's new picture palace under construction on New Utrecht Avenue is getting under way in good shape. According to report, the entire foundation work is in place. It's a 3500-seat house and when com-

pleted will undoubtedly be one of the finest neighborhood theatres in the entire country.

There's a rumor around to the effect that another large Motion Picture Theatre will be constructed at 15th Avenue and 43rd Street, Brooklyn. Those who are interested in the project are unnamed at present.

Theatres over in Brooklyn which have reopened for the fall and winter seasons include the Huntington, Hamilton Avenue; the Miller, Sutter Avenue, has changed from a two-a-week showing to full time; likewise, the Review Theatre, New Lots and Sheffield avenues.

Up in the Harlem section of New York City, the S. & A. Theatre has resumed its full time policy. During the summer this house showed but twice a week.

Harmon Yaffa's new Uptown Theatre at 170th Street and Broadway, New York City, was recently opened to the public.

Two other New York City houses to be opened soon include B. K. Bimberg's Endicott Theatre between 89th and 90th streets, and the William Fox Academy, the latter house across the way from the old Academy of Music on Fourteenth Street.

The Park West Theatre, 99th Street and 9th Avenue, New York City, has recently changed hands. The new owner's name has not been ascertained as yet.

Several theatre openings in this zone recently reported by the National Theatre Supply Company, include Irving Lesser's Capitol, at Haverstraw, N. Y., and Lesser's Memorial Hall, at Beacon, N. Y. The Heights Theatre, Brooklyn, N. Y., owned by the Goldberg Enterprises, is also reported open for business.

Julius Joelson, chief of the Tri-Poro Amusement Company, has moved his office from 1650 Broadway to the Crescent Theatre, Boston Road, Bronx.

Two other New York City neighborhood houses will soon throw open their doors. One of them is William Salkin's new theatre at 132nd Street and Third Avenue, with a seating capacity of 2500 and scheduled for the early part of November, and the other is Steiner & Blinderman's Apollo. The latter house is expected to open about September 25.

Equipment recently purchased from the National Supply Company went to the following houses in this zone: Stratford Theatre, Newark; Rosedale, Bronx; Walter Reade's new house at Red Bank, N.J., and Louis Rosenthal's Rivoli, East Orange.

Seymour Schussel becomes sales manager of Commonwealth Film Corporation, effective August 28. He succeeds to the position made vacant by the resignation of Abe Blumstein. Both men are widely known in New York Film Trade circles.

Mr. Blumstein has been active in exhibition and distribution for almost twenty years. Most of that period was spent with the William Fox organization. He joined Com-

monwealth Film Corporation about two years ago, going there as sales manager.

Mr. Schussel has been with Commonwealth about the same length of time, having previously had a wide experience in local film sales organizations. He is credited with being one of the best salesmen the motion picture industry has produced.

The same staff which operated under Mr. Blumstein, and of which Mr. Schussel was an important link, will be retained by the new executive.

Drastic action has been taken by the Board of Governors of the Motion Picture Athletic Association as regards the use of so-called "ringers" in various branches of sport. Under the previous ruling of the constitution the eligibility clause read, "All participants in sports shall be bona fide employees of the company they represent and vouched for by their executive member of the association."

It was generally believed that the spirit of this ruling was being violated and that semi-pro baseball players were being hired more for their athletic ability than for their efficiency as employees.

The new ruling reads:

"A bona fide employee shall be only one who is employed exclusively by the company or its subsidiaries, he or she represents, and

the hours of employment shall not be less than 35 per week and he or she must have been in the employ of the company represented no less than 15 days prior to his or her entry into any sport."

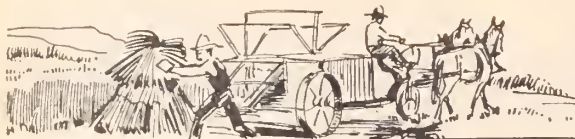
The baseball branch of the Association is now drawing to a close, with Fox Films holding a commanding lead, having won practically all its games by large margins. Famous players is in second place, with Metro-Goldwyn a close third. The standing is as follows:

	W	L
Fox Films .....	10	0
Famous Players ...	7	3
Metro-Goldwyn ...	7	4
First National ....	5	6
Warner Bros. ....	4	7
Universal .....	2	10
Pathe .....	2	7

In tennis, Metro-Goldwyn, Hirlagraph and Pathe are closely bunched at the top, with only a few remaining matches to be played. On Friday evening, Dietz and Beecher, Metro-Goldwyn, won from Carlin and Howson, Warner Bros., 6-1, 8-6, the Warner pair threatening the League leaders in the second set. Malles and Bockus, Hirlagraph, who look to be a team as good as Dietz and Beecher, won from Gallup and Vaz, United Artists, 6-2, 6-0. One of the closest matches of the season took place when Fry and Leath, of Famous Players, defeated Waxman and Keyser, First National, 6-3, 12-10.







## New England



**W**ITHIN the next few weeks Boston's Film Row will undergo more changes than have been witnessed in a period of years.

Famous Players, now at 8 Shawmut Street, will move into its new building on Arlington Street in Arlington Square, where much additional space is provided. This removal will be made, it is now stated, before Oct. 1, as the new building is completed.

United Artists Exchange, long at 69 Church Street, will remove about the same time to 13 Stanhope Street, where it has secured the building once occupied by Pathe and prior to their occupancy, by Universal. They had planned to move September 1, but delay in fitting up the new quarters resulted in postponing removal a month.

Producers Distributing Corporation, now located at 48 Melrose Street, has outgrown its quarters and while no official verification is forthcoming at this time, it is pretty generally understood that they are to take the premises which will be vacated by Famous Players on Shawmut Street.

The Motion Picture Corporation, now at 28 Piedmont Street, will move on Sept. 30 to 7 Isabella Street.

As a result of the supply houses merging, headquarters of the merged companies will be maintained at 63-69 Church Street, part of this location now being occupied by equipment houses and the balance being the present exchange of United Artists.

Extensive remodeling will precede removals in most instances and all of the companies are moving to quarters considerably larger

than those which they occupy at present.

The entire staff of Metro-Goldwyn-Mayer's Boston exchange were guests of Branch Manager Maurice N. Wolf at a weenie and steak roast at his summer home in Winthrop Highlands Saturday. There were games, sports, land and water events, under the direction of Harry Worden and winners of the events included Marie Buick, H. Fay Freedman, Mary Galvin, Elizabeth Connors, Frank Ferguson, Charles Repec, Joe Banks and William Gardiner. After the "eats" a huge bonfire was lighted, which served for the footlights for the combined talent of the office and a program which would be the envy of any presentation director was staged. Songs, Charleston exhibitions, orations and fancy dances were given until the conclusion of the delightful occasion.

The first annual outing of the staff of the Medford Theatre at Medford, Mass., was held Sunday at Hampton Beach, N.H., with Manager George Hackett acting as host. The trip was made in four large autos and there were sports and dancing and a real New England fish dinner on the program. Returning to Medford in the early evening, the occasion was made complete with a hot dog and marshmallow roast at the home of Mrs. James Gibbons in Medford.

At a shower tendered Miss Julia Coffey, of Independent Films, Inc., at the exchange at the close of business, Saturday, she was presented a purse of gold by her associates and a check by the firm. She is to be married to E. Van Schelt on October 12. Entertainment was

furnished by members of the organization and a collation followed.

Tim O'Toole, office manager of Independent Films, Inc., is spending his vacation in a tour through Northern New England and Canada in his new Hudson.

Those from Boston attending the Town Criers dinner at the Biltmore, Providence, at which Edward M. Fay was guest of honor, were: J. J. Scully and C. L. Devizia from Educational; Joseph McConville and Abe Montague, from Independent; Joseph Roth and Sam Moscow, of Consolidated; Henry Scully and John Derwin, of United Artists; E. A. "Doc" Golden, of Golden Films, Inc.; William Shapiro and Robert Cobe, of Tiffany; Edward O'Leary and Edward Farrell, of Film Booking Office, Timothy A. Donahue and H. E. Elder, of Warner Brothers and Herman Rifkin, of Supreme Films.

Jack Gubbins, salesman for Famous Players from the New Haven exchange, was run down by an auto in New Haven a few days ago and so badly injured that he was removed to the hospital, where it is said he will have to remain several weeks. Several bones were broken. Friends have kept his room at the hospital a bower of flowers since the accident.

Joseph Cifre is to manage the new United Theatre Equipment consolidated salesroom and branch in Boston. He has long been associated with the theatre equipment business in New England.

Having fully recovered from a serious operation several weeks ago, Samuel Hacking, of Producers Distributing Corporation, has returned to duty and is again covering

Rhode Island and the Cape territory.

William Snyder, comedy salesman for Pathe, is vacationing by motor in Canada. He covers New Hampshire and Vermont during the other fifty weeks of the year.

Jake Conn's new house, the Olympia at Olneyville, R.I., has opened. It seats some 1,200 and is one of the most attractive of the medium-sized houses in that state.

E. Hurteau, formerly assistant cashier at Pathe's Boston exchange, has been appointed branch cashier at Pittsburgh and has already taken up his new duties.

O. P. Gorman, who operates a chain of eight theatres in Maine and a supply house, spent a few days in Boston during the week and was welcomed to Film Row.

Chick Varney, one of the pioneer motion picture men in New England, has joined the sales force of Associated Exhibitors.

Charles Bean, of the Pastime Theatre, Franklin, N.H., spent a couple of days in Boston during the week making advance bookings.

Poli's new theatre in Worcester is expected to open the latter part of October.

The Monitor Theatre at Hinsdale, N.H., has been purchased by Fred Sharvy. Allen C. W. Kimball formerly operated it.

The Winter Hill Theatre, Somerville, Mass., operated by Phil Markel, has been sold to Kenneth Forkey, who plans to continue the same policy as formerly in force.

E. A. Ruff, formerly of the Boston exchange of Famous Players, has been assigned to the New Haven branch.



## Denver



**J**AMES S. HOMMEL, of the Central Theatres chain of theatres, is in New York City on a business trip.

John Flinn, vice-president and general manager of Producers Distributing Corporation, Hayden O. Duke, assistant secretary of the company; L. W. Weir, district manager, and Donald Smith, assistant district manager of the producing company arrived in Denver Saturday at 12:30 P.M. from Salt Lake City. While here they held a sales meeting with all sales representatives of the local branch of their organization. Mr. Flinn and Mr. Duke left at 9:30 P.M. for Kansas City, Mo., enroute to New York City.

Dewey Spoor, manager of the Critcher Theatre, Pueblo, Colo., is vacationing on the Pacific Coast visiting the studios of the various producing companies.

J. J. Goodstein, owner of the Palm Theatre, Pueblo, Colo., arrived back in Denver after an auto trip to Philadelphia and return. He was accompanied by B. M. Shooker, owner of the Shooker Film Exchange, one of Denver's states rights distributing companies.

Harry Nolan, original franchise holder of First National in the Denver territory, has gone to New York City where he will attend the annual stockholders meeting of First National Pictures, Inc. He will return to Denver in about a month.

Chas. R. Gilmour, Warner Bros. manager, is a busy man on the road these days. Mr. Gilmour just left for Casper, Wyo., and surrounding territory for a visit with exhibitors. He will be gone for about ten days. Mr. Gilmour and Wayne Ball, assistant manager, had a narrow escape from serious injuries last week, when they were motoring to Ft. Collins, Colo. They were crowded off the highway by a heavily loaded truck and turned over in a ditch. Both men were badly shaken up. Damages to Gilmour's new auto amounted to \$200.

Tom Love, prominent Wyoming exhibitor who owns theatres in Hanna, Winton, Superior and Reliance, left last week in his auto for New York City on a well-earned vacation. While there he will attend the world series baseball games. He was accompanied by

his wife. He will return about October 30th.

Kenneth Hodgkinson, United Artists' district manager, is a visitor in the city. He arrived in Denver from Salt Lake City and will leave next Monday for Los Angeles.

Chas. Klein, managing director of the Black Hills Amusement Company circuit of theatres in South Dakota, arrived in Denver Thursday for a visit with exchanges. Mr. Klein announces the completion of remodeling of the Orpheum Theatre, Sheridan, Wyo., and declares it to be the finest amusement house in the state.

Mr. Frank Harris, district sales manager for Pathe, was a visitor with S. B. Rahn, local branch manager for three days this week. Mr. Harris arrived in Denver from Salt Lake City and left for New York City.

Louis Metzler, formerly associated with the Portland branch of Metro-Goldwyn-Mayer, has accepted a position as sales representative with the local branch of M-G-M. Another new Metro sales representative is Jerry West, formerly associated with the M-G-M studios of Culver City.

Gerald Whitney, popular Producer salesman, was stricken with appendicitis recently and rushed to a hospital in Denver, where an operation was performed. He is still confined in the hospital, but improving very rapidly.

Exhibitors visiting Denver during the last week were Ed Schoelkopf, Opera House, Idaho Springs, Colo.; A. G. Diez, Rialto Theatre, Boulder; Max Kravetz, America Theatre, Ft. Collins, Colo.; Frank Emery, Rialto Theatre, Parco, Wyo.; Henry Waterman, Waterman Hall, Big Springs, Neb.; DeForrest Swanson, Isis Theatre, Lamar, Colo.; Thomas Kirby, Elks Theatre, Worland, Wyo., and D. D. Purcell, of the Amusu Theatre, Cortez, Colo.

Eugene Gerbase, Associated Exhibitors manager, has left for a three weeks' sales trip into the southern territory.

S. D. Weisbaum, F.B.O. manager, spent the week in Grand Junction, Colo., and vicinity, visiting exhibitors.

A. G. Edwards, manager of Producers, has just returned from a visit with exhibitors in Albuquerque, N.M.





## Chicago



THE 4,000-seat Granada Theatre, one of the finest amusement houses in Chicago, and the newest property of Marks Brothers, Louis L. and Meyer S., was opened to the public on September 18th with great crowds in attendance, hundreds being unable to gain admission. Marks Brothers are among the veteran exhibitors of the Middle West, having opened their first Chicago house, a 300-seat theatre, fourteen years ago, and their theatre holdings have kept pace with the developments of the industry until, with the opening of the Granada, their theatres take rank with the finest in the community. The theatre is of Spanish Renaissance style, both as to exterior and interior, the lobbies and staircases being of unusual beauty and the latest in theatre construction, including a mammoth stage and orchestra platform which will elevate sixty musicians. In addition to pictures, the Granada offers its patrons elaborate and beautiful stage presentations and the finest in music. The house staff includes Clark Robinson, art director, Benny Meroff, musical director, and Jack Haskell, who will present the stage productions. The opening program included big dance numbers, using as many as seventy-five girls. Manager Murphy, formerly of the

Chicago theatres, is in charge of the new house.

Le Roy Miller, for several years office manager of Fox's Chicago exchange, has been appointed as salesman and assigned to central Illinois territory. Manager Eckhardt has also promoted Herbert Costello, cashier for the past five years, to fill the vacancy made by the assignment of Mr. Miller to the sales staff.

Ben W. Beadell, who is buying pictures for Ezra Rhodes in South Bend and Elkhart, reports that additional theatres have joined his booking circuit and he expects to announce the names of five more Indiana houses within a few days.

James R. Grainger, of Fox Film Corporation, is scheduled to make a Chicago visit on October 4th, and after a brief stay here will proceed to the west coast headquarters of his organization.

Henri Ellman, of the Capitol Film Exchange, left for the west coast on Monday and expects to remain away for six weeks. During his stay in California Mr. Ellman will make his headquarters at the Columbia Pictures Studio.

Cecil Vigdor, who recently took over the Alma Theatre at 54th and Wentworth Avenue, reopened it on September 18th. D. Sutherland was the former owner. After tak-

ing possession of the house, Mr. Vigdor closed it for several weeks during which time extensive improvements were made, including the installation of a new front and the remodeling of the interior, so that today it presents the appearance of a new house.

Frank Schaefer is home again after a four weeks' motor trip through Eastern Canada and the North Atlantic States. Mr. Schaefer, who was accompanied by his wife, continued his trip east so as to take in the Miss America beauty contest at Atlantic City, and reports that he picked the winner before the judges.

W. "Pat" Garyn, formerly assistant to Jimmy Granger, is now connected with the National Screen Service in the capacity of assistant general manager, with headquarters in New York City. Mr. Garyn recently paid a visit to Chicago and installed a new sales policy at the Chicago branch, as well as adding several new salesmen to the staff.

Frank Marshall, who several years ago left the exchange branch of the motion picture business to become associated with the Rudolph Wurlitzer Company as an organ salesman, has been promoted to Chicago manager of Wurlitzer's organ department, to fill the va-

cancy made by the resignation of A. Libbin, after spending a year at the home office in Cincinnati in a similar capacity. Mr. Marshall enjoys a wide acquaintance in the many states covered by the Chicago office and is receiving a warm welcome from his friends. Mr. Marshall has added Eddie Rosecan to his sales staff. Mr. Rosecan had been connected with Paramount's Chicago exchange as a salesman.

The fall Midwest Film Golf Tournament will be held at Olympia Fields Country Club on October 8th, and judging by the interest displayed in the event, another big crowd of film men will enjoy the play. The committee, which includes L. A. Ulrich chairman; W. E. Burlock, C. E. Bond, J. J. Sampson and Tom Greenwood, announce that the players at this fall event will be divided into classes, according to their handicap and another fine array of trophies will be presented to the winners in the various events. Through good management the committee has been able to make a slight reduction in the entrance fee and all film men wishing to participate are urged to send in their reservations to Treasurer C. E. Bond, 1025 S. Wabash Avenue, not later than October 4th.



## Salt Lake City



THE Peery Brothers of the Ogden and Egyptian theatres at Ogden, Utah, are in this city this week attending the Democratic Convention, to which they have been appointed delegates. Commissioner Harmon Peery was present within the last few days at the opening ceremony of Ogden's new million dollar hotel, namely "The Bigelow," and he was among the invited dignitaries who were called upon to make addresses.

Clyde H. Messinger, who has charge of the Educational Exchange here, returned this week.

Clyde Blasius, of the Utah Theatre Supply Company, became the proud father of a baby girl a few days ago.

F. S. Gulbransen, salesman for Paramount out of the local exchange, who last week attended the sales meeting conducted at the office here by George W. Weeks, general manager, brought his wife and children into Salt Lake City for a visit with relatives.

Bishop Thatcher, of Logan, was a Film Row visitor this week, arranging bookings and meeting with his several exhibitor and distributor friends.

The personnel of the local Paramount Exchange is planning many social events for the fall and winter season. A number of dances are to be given, according to L. J. McGinley, manager here.

It is reported that a new theatre is under construction at Cedar City, Utah.

H. Bradley Fish has returned to his managerial desk at the local Fox office. He is leaving again this week for the territory.

A new salesman has been added to the Fox sales force here in the person of John W. Trehwela, who has been assigned from Montana territory. Mr. Young, formerly with Fox here, has resigned recently.

J. A. Epperson, local manager for Pathe, is back from a trip into Southern Utah.

District Manager L. A. Davis is leaving the local Associated Exhibitors office this week for a trip into Wyoming.

James R. Keitz, manager of the office here for Columbia Exchanges, is still in Idaho country.

J. E. Ryan is visiting here this week in the interest of his Liberty Theatre at Brigham City, Utah.

Pay Peterson, former manager of the Cozy Theatre, of this city, has sent word from Pasadena, Cal., to his friends here that his baby daughter is seriously ill with infantile paralysis, but that she is gradually improving. Mr. Peterson's many friends here send their

best wishes to him and his family during this trial.

Mell Stringham, of the Colonial Theatre, of Ogden, Utah, is attending to his fall bookings here this week.

Walter Rand, United Artists branch manager here, has sold some of his highly bred dogs to Doctor Kline and O. E. Schmidt, of Idaho Falls, according to report. The purchasers operate the Colonial Theatre at Idaho Falls.

Milton Cohn is still covering the Montana territory and is expected to return to the local United Artists Exchange the latter part of this week.

Joe Goss, owner of the Orpheum Theatre at Ogden, Utah, has been booking for his fall product recently.

A. F. Hickox, Special Representative from the Warner Brothers home office, is still visiting here. Branch Manager Dave Farquhar and Hickox will make a short trip into the Southern Utah territory this week.

Ed C. Mix is now traveling Southern Utah. M. F. Keller is soon to be transferred from this

territory to the Portland office for Warner Brothers, it is announced.

T. M. Chesler, operating the Gem and Princess theatres at Bingham, Utah, is lining up new business here along Film Row.

L. C. Wingham, manager of the local Metro-Goldwyn-Mayer Exchange, has returned to the office after having spent several weeks in Montana.

C. F. Parr has resigned from the local Metro-Goldwyn-Mayer organization to go into the insurance business in San Francisco. "Buck" Wade, who formerly covered the Montana territory for Producers Distributing Corporation, will now cover Montana for Metro-Goldwyn-Mayer.

C. John Predari has been added to the local sales force for M.-G.-M., and will leave immediately for Idaho in the place of Parr.

D. T. McElhenney has also resigned from the M.-G.-M. sales force recently.

George Walker, of the theatre circuit in Davis County, Utah, is visiting this city this week, as is S. M. Steck, owner of the Lyceum Theatre at Ogden, Utah.

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## Cleveland



**H**ARRY W. DODGE, Famous Players exchange manager, paid the local office a visit one day last week on his tour of exchanges.

Insurance rates at the local Paramount Exchange have gone up, and all because of the huge diamond solitaire that Anne Trugman, secretary to manager E. H. Brauer, is wearing. When not at her duties, Anne is kept busy accepting congratulations upon her recently announced engagement to Sidney Rose, an ex-film man.

Pat Gary, of National Screen Service, was busy shaking hands with his many local friends last week when he paid a visit to Cleveland.

Pat Dowling, in charge of publicity for The Christy Film Company, was in the city one day last week on his New York-to-Los Angeles tour in his French Citroen car.

Leo Devaney, local Universal exchange manager, has gone to Toronto to get his wife and three kiddies so that he can set up a regular

home in Cleveland. Devaney represented Universal in Toronto before taking over the management of the Cleveland exchange.

Ralph Clark, assistant P.D.C. sales manager, was in the city last Friday and held a local sales meeting. He is holding a series of them throughout the territory, his itinerary including Pittsburgh on Saturday, followed by Cincinnati, Indianapolis and then Detroit.

A. C. Mavis, owner of the Theatre in Egerton, now enters the field as an exhibitor. The house was formerly under the management of Meyer brothers, but has been closed for some time. Mavis will manage the house himself.

The Silverman Brothers, who operate a chain of picture houses in Ohio and Pennsylvania, have just taken over the Strand Theatre, Akron. The Strand has been a first-run house in Akron for the past ten years and was operated by James Dunlevy and his son. Other houses belonging to the Silverman group are the Alhambra, Canton; Opera House and Majestic, Mansfield;

Windameer, Cleveland, and several houses in Pittsburgh.

The Star Theatre, Amsterdam, changed hands last week. B. B. Naufel bought it from Mrs. Lena Waggoner.

W. L. Hart, of the Norka Theatre, Akron, was in town last week calling on the local exchanges. It was Hart's first visit here since he broke his leg early in the summer. He's getting about now with the aid of crutches.

The Loew's Ohio Golf Tournament, held Friday, September 17th, at the Madison Golf Club, was enjoyable to all and profitable to many who attended, as prizes were liberally awarded to those participating in the games. Ray Powell, of the Allen Theatre orchestra, walked off with first honors, doing the eighteen holes in 95. Mike McDougall, Allen Theatre stage hand, received a gold putter for covering the same territory in 115. Next in order of their prowess and their rewards came:

Tom Carvon, publicity artists, 117, Silk Golf Hose; George Lang-

an, Allen Theatre Manager, 119, Library Lamp; Fred Clary, Stillman Theatre Manager, 120, A Season Meal Coupon at Statler; Angelo Vitale, Park Orchestra Director, 122, Engraved Baton; Harland Fend, Publicity Department, 126, Silver Picture Frame; George Dumond, Metropolitan Manager, 126, A set of dishes; M. A. Malaney, Publicity Manager, 147, Coffee Percolator; Tom Carroll, State Theatre Manager, 149, Rubber Horse Shoe Set. Maurice Spitalny, musical director at the Stillman Theatre, had the distinction of getting the highest score of the day's game with 183 strokes to his credit. He was rewarded for his tireless efforts by being presented with a bed.

This was the first summer entertainment staged by Loew's Ohio Theatre for its employees. More than thirty attended. Both luncheon and dinner was served at the Golf Club, the party breaking up in time for its members to report for duty for the evening show.



## St. Louis



**J**IMMY BOYD has sold his Grand Theatre, Blytheville, Ark., to Mrs. I. W. Rodgers, of Cairo, Ill. The Rodgers chain now has houses in Blytheville, including the Grand, Home and Gem; Cairo, Ill.; Carbondale, Ill.; Poplar Bluff, Mo., and Caruthersville, Mo.

John Marlowe, of Herrin, Ill., has added the Hurst Theatre, Hurst, Ill., to his string of Southern Illinois houses. The Hurst seats about 1,000 persons. Marlowe has houses in Herring, Murphysboro and Cartersville, Ill.

The Rivoli Theatre, Sixth, near Olive streets, St. Louis, Mo., passed under the management of Jules Leventhal and Charles Goldman on Monday, September 20.

Joe Desberger is said to be negotiating for the Washington Theatre, in Belleville, Ill. It is

probable final papers will be signed this week.

Tommy Charack, district exploiter for Universal Pictures, returned from Des Moines, Ia., where he put over several successful campaigns.

Kosher Kitty Kelly, F.B.O.'s Yiddish-Shamrock special, will have its St. Louis premiere showing at the Missouri Theatre, Grand and Lucas Avenue, the largest exclusive motion picture house in St. Louis.

John Price is again in personal charge of his various houses in Hannibal, Mo. He is feeling like his old self once more.

Our old friend, Charley Werner, who for many years successfully presided at the boss' desk in the local Metro-Goldwyn-Mayer Exchange, has recovered from his

recent set-back and is feeling fine these days, we are pleased to report. Charley is one boy who doesn't have to broadcast to the world that he is a square-shooter. It knows he is and everyone is pleased that he is about once more.

The engagement of Sol M. Rose, popular film salesman, and Miss Lydia Cherry, of St. Louis, has been announced. The date for the wedding has not been set. Sol is a fine boy and Miss Cherry is said to be a wonderful girl.

Jimmy Shea is returning to St. Louis to become city salesman for Universal Pictures. He formerly was with Associated Exhibitors in Omaha.

R. W. "Dad" Sloeum has resigned from the local F.B.O. sales staff and plans to spend several weeks in Michigan on a much need-

ed vacation. He believes that the rest cure will enable him to take on the winner of the Dempsey-Tunney fracas.

Film Row looks like Murphysboro did one terrible morning in March, 1925. The city is widening Olive Street from forty feet to one hundred feet and the fronts of all the buildings are being knocked off.

C. E. Penrod, division manager for F.B.O., is due here this week.

Miss Jean Brewer, assistant booker for F.B.O., has returned from her vacation. We now know what caused the golden sunshine to chase all those rain clouds away just a few days ago.

Tom McKean, manager for F. B.O., has returned from a tour of Egypt.



## Kansas City



**J**UST as the crowd was filing out of the St. John Theatre, Kansas City suburban house, after the final performance Monday night, fire broke out in the projection room. Patrons in the rear of the lines, who were filing their way out the exits became excited, but the patrons who were near the exit doors were unaware of any fire, thus avoiding any rush or panic by holding back the rear patrons. The loss was only \$125, the blaze being quickly extinguished.

The following opening of new theatres and changes in management in the Kansas City territory were announced this week: New Midland Theatre, Pittsburg, Kas., opened by the Midland Theatre and Realty Co., of Kansas City, of

which M. B. Shanberg is the head; W. J. Gable, of Beloit, Kas., has purchased the Grand Theatre, Lincoln, Ill., from Matthew Rheinhart; Lee Miller has resigned as manager of the Elliott Theatre, Independence, Mo., controlled by the Glenn W. Dickinson Circuit. He will be succeeded by Michael Purell, who also will manage the Lewis Theatre of the Dickinson chain.

Among the out-of-town exhibitors in the Kansas City market this week were: Sam Blair, Majestic, Belleville, Kas.; W. J. Gable, Beloit, Kas.; Arthur Ford, Miller Theatre, Topeka, Kas.; G. L. Hooper, Orpheum and Jayhawk theatres, Topeka, Kas.; Walter

Wallace, Orpheum, Leavenworth, Kas.

Still another busy week along Kansas City's Film Row.

Harry Schiller, former First National salesman, has assumed his duties as office manager for M.-G.-M. Exchange, while Jack Auslet, special two-reel comedy salesman for Pathe, has been named sales manager for the Midwest Film Distributors, Inc., of Kansas City.

W. C. Ansell has succeeded "Rube" Meleher, resigned, on the Midwest Distributors' sales staff.

L. T. Garlo, United Artists salesman, has resumed his duties, following a trip to Cleveland and Chicago.

Joe Bloustine of the Paramount

Exchange's ad sales department, returned from a profitable trip into the territory, as did A. H. Cole, who is in charge of that department.

Russell Borg, Educational booker, is hard at work again after a fishing trip in Minnesota.

R. A. Morrows, assistant general manager for P.D.C., was a Kansas City visitor.

C. E. Grefory, M.-G.-M. branch manager, is spending a long-awaited vacation in Southern Missouri.


Art Levy, Associated Exhibitors branch manager, returned from a district sales meeting in Chicago.

Lester Fencelon, First National home office auditor, is working on the Kansas City books.





# Milwaukee



**R. T. SMITH**, manager of Warner's Milwaukee Exchange, George Weirich, booker at Warners, Mr. and Mrs. Nine and Mr. and Mrs. Bieringer, attended the exhibition of the Vitaphone at McVicker's Theatre, Chicago, on Wednesday. Mr. Nine and Mr. Bieringer are salesmen on the Warner staff.

Charles Collins, manager of the Butterfly Theatre, Kenosha, spent a few hours along Film Row recently.

Carl Cohen, of the New Wau-paca Theatre, is recovering after an operation for appendicitis.

The local Paramount sales force has been augmented by Sid Taube and Joe Schneider.

Frank Welter, of the Grand Theatre, Wausau, is planning on going into the invention business some day. He has designed a carrying outfit atop his car for his duck boat and the demonstration on the opening day of the duck season this week was very successful. Frank is a crack shot and bagged his limit the opening day.

The new Venetian Theatre, Milwaukee, which will be operated by the Universal chain, is progressing

very rapidly and will probably open early in the next season.

The Arcade Theatre has been remodeled and redecorated.

The remodeled Stuart Theatre in Wausau, now operated by Saxe, is one of the prettiest houses in that section of the country. The new organ is a big success and an augmented orchestra is helping things along for the new season.

Edward Starkey, of the Opera House, Berlin, takes over the Rex in that town November 15th.

Len Brown, managing director of Fischer's Fond du Lac Theatre, is also supervising the Parkway, Madison.

John Hanus, manager of the Armory, of Antigo, was among Milwaukee visitors this week.

Art Bartlett, it has been rumored, has sold his interests in the Empire Theatre, Milwaukee.

Charles Goetz, of the Goetz Circuit of Kenosha, Beloit and Janesville, was in Milwaukee recently to arrange future bookings.

"Pop" Terry, one of the old-timers, returned to Milwaukee this week after having spent several years in California. "Pop" is well known to exhibitors of the state,

and expects soon to be back in the harness and visit all his old friends. He was with Universal three or four years ago when in this territory.

Harvey Hanson, managing the Palace at Antigo, was seen along Film Row.

A new organ has been installed in the Oconomowoc Theatre at Oconomowoc.

Morgan Month is being observed at P.D.C. offices. The sales campaign is going over big in the Milwaukee branch.

M. A. Leich, of the Leich and Christianson Circuit controlling the Opera House at Hartford, was in Milwaukee arranging fall bookings.

E. P. Vollendorf, who was associated with First National for many years, has recently joined Producers in the capacity of salesman.

W. Tragsdorf, manager of Trags Theatre, Neillsville, was among Milwaukee visitors.

M. Ainsworth, of Ainsworth and Smith, managing the Orpheum and Bijou theatres at Sheboygan, spent Wednesday in the local exchanges.

Ed Michaelson, of the Michaelson Amusement Company of Madison, was in Milwaukee arranging

bookings and acts for his new house at Evansville.

Louis Shimon, of the Up-Town Theatre, Sheboygan, was a Milwaukee visitor. Mr. Shimon having won over the theatre-going public of Sheboygan, is now looking for new fields to conquer.

Miss Helen A. Bruckmann has just assumed her duties as secretary to the manager at the Fox office. She succeeds Mrs. Evans.

Glen Wood, shipping clerk at P.D.C., arose early the morning the season opened and went a-gunning for elusive ducks. P.D.C. force is looking forward to a big duck feed. Glen admits he saw one.

Dan Kelliher, of the Princess at Elkhorn, and the Majestic, at Lake Geneva, made his weekly visit on schedule.

Frank Cook was in Milwaukee recently signing up the new season's product. Mr. Cook is managing the Bijou at Appleton and the Strand at Platteville.

Miss Fern Loomis, cashier at Producers, is on her vacation. She has gone to her home at East Troy.



# Baltimore



**A**FTER having been entirely rebuilt and remodeled, the New Hampden Theatre, 911 West 36th Street, and the Ideal Theatre, 903 West 36th Street, Hampden, have been reopened to the public. The New Hampden is operated by Charles E. and C. W. Hicks, who have operated the Hampden for a number of years, and Julius Goodman is conducting the Ideal as he has done in the past.

Due to a delay in the construction work of Loew's Century and Parkway theatres, Baltimore, Md., those playhouses are scheduled to reopen now to the public, Monday, October 4, while Loew's Valencia, with a seating capacity of about 1,500 persons, located atop the Century Theatre, in place of the old Century Roof Garden, will open as a moving picture theatre some-

time later in October. The last mentioned will be used for long run productions.

The Century will present an entire new appearance to its patrons, as the interior has been entirely reconstructed after plans by John Eberson, the Chicago architect. A number of improvements and alterations have been made in the Parkway, also after plans by the same architect.

Herschel Stuart is general manager of the three playhouses in Baltimore for Loew's Incorporated. The house manager at the Century will be Larry Shead, who formerly managed several Chicago theatres for Balaban & Katz. He is a graduate of the University of Oklahoma. U. S. Brummell, formerly assistant manager at the

Century, has been promoted to manager of the Parkway.

H. M. Messiter, booking manager for the Whitehurst Theatrical Interests, Baltimore, Md., has returned from his vacation.

Gustav Klemm, movie reviewer for the "Evening Sun" and who signs himself Q.E.D., has returned from an enjoyable vacation. Broughton Tall, the playwright and Baltimore correspondent for "Variety," acted as pinch hitter for Mr. Klemm while he was away.

Sam Baron, formerly of the Rivoli and Rialto theatres, in New York, who has been acting as manager of the Embassy Theatre, here, since it reopened three weeks ago, has resigned to become manager of the Strand Theatre, Shenandoah, Pa.

Bernard Schnapper, in charge of motion picture advertising of the "Baltimore Post," a Scripps-Howard tabloid, has announced his engagement to Miss Hulda Levin, of Baltimore.

Frank B. Kroeger, who was doorman at the Century Theatre for several years, has become doorman at the New Theatre. Mr. Kroeger is one of the best liked doormen in Baltimore and is an asset to any house.

Eugene M. Daley, who some years ago was manager of the New Theatre for some time and left there, due to illness, died recently. He was buried in Baltimore. Prior to his association with the New Mr. Daley was with the Lyman Howe pictures.



# Canada



**M**ANY changes have been made in the Queen Theatre, Niagara Falls, Ontario, which was recently re-opened under the management of John V. Ward, formerly of the Classic Theatre, Stratford, the house having been acquired by Famous Players Canadian Corp. The organ lofts on either side of the proscenium have been changed to represent two large conservatory windows, effectively draped; a new stage setting has been arranged; the lobby has been brightened and redecorated with flowers and panels, and the booth has been rebuilt. Two new Simplex projectors, with

other new projection equipment, have been installed.

William Bach, Canadian general manager of First National, has announced that First National Week is to be held throughout Canada during the week of October 3. C. J. Appel, exploitation specialist at the Toronto First National headquarters, is working out new details.

The softball team of Famous Players Canadian Corp., Toronto, played off with the Elgin team for the senior championship of the Toronto Softball League, winning the title by the odd game in an exciting

series. Star players of the Famous Players aggregation, who are really identified with Toronto Theatre and exchange circles, included Bell, Deniord, Harper and Bossin.

Canadian exhibitors were very busy the night of September 14, this being the date of the Canadian Federal elections. Practically every theatre manager in the country gave election returns from the stage or on the screen during the evening and many conducted special midnight performances for late results.

J. J. Gaudet, proprietor of the Capital Theatre, Summerside, Prince Edward Island, recently

made the trip to New York City to investigate the possibilities of the Vitaphone and to look over coming film attractions for his theatre.

Shirley Strom, a pleasing miss of the staff of Regal Films, Limited, Toronto, was recently married to Jack Meltz, of Toronto. Mr. and Mrs. Meltz spent their honeymoon in Detroit and Chicago.

Norman Code and Charles Kirby, prominently associated with presentations at the Capitol Theatre, Winnipeg, Manitoba, have returned home after visits to United States cities to study theatre methods in various centres.





**"Falling Water Valley," "The Little Brown Rug" and "Gold and Fleece"**

(Educational—Three Reels)

BEAUTY is paramount. The scenic values of the first and last numbers which make up this Robert C. Boice scenic offering are so rich and gorgeous, so fantastic and delightful to the eye that you can easily go away with the impression of having looked upon the Elysian fields. It is doubtful whether so much of the marvelously beautiful has been crammed in so short a space. The tender and majestic side of nature is revealed in all her kaleidoscopic variety. We look into the Yosemite Valley through the medium of the camera and after drinking in the beauty so abundantly found there we turn to a summer sky with its wealth of ethereally lovely clouds. It would take the pen of a Conrad to do full justice to the rare scenic values offered here. The Valley with its huge granite cliffs, the sun creating the artistic and elusive shadow lines, the effect of vast distance and the mighty waterfall descending like a silver ribbon to the floor of the Valley. One can absorb so much of the beautiful from a film like this that the effect is akin to the state produced by delirium. Many of your patrons who see this little gem will carry with them a just—perhaps a higher—mental image of the handiwork of the Creator.—RAYMOND GANLY.

**"Why Argue"**

(Pathe-Fables—One Reel)

WHY, indeed? It never got anyone anything or anywhere. But neither Pathe, Aesop or anyone else will ever persuade humanity of the futility of arguing. They have since time began and will until we have lived up to the scientists' predictions of no more food and have to quit altogether. In the meantime, we can ignore the question and laugh at Farmer Al and his associates, as drawn for the screen in this animated cartoon. As may be inferred from the title, all the artist's characters argue all the way through the picture and never get anywhere with this argumentative spirit. But the spectator should worry, inasmuch as each stroke of the pencil or brush is productive of additional laughter and that, after all, is the mission in life of Aesop's Fables and their creators. As in its predecessors, this one accomplishes that purpose.—PAUL THOMPSON.

**"Never Again"**

(Universal-Gump—Two Reels)

(Reviewed by Paul Thompson)

THIS comedy, based on the famous Sydney Smith cartoons, syndicated by the *Chicago Tribune*, taught me two things. In the first place, I never would have believed that a human being even with make-up could create on the stage or screen a living image of the chinless Andy Gump. Joe Murphy has done this and he is just as big a fool in the comedy as he is in the comic strip. The second thing is that in the movies a cartoon or caricature is never, or rarely, as funny as he is in a newspaper strip. Wildly improbable as they are in the latter, they can be accepted, whereas in pictures it is hard to condone or find amusing the moronic mental processes that characterize their every action. The best thing in this picture is Andy trying to show his son Chester how the William Tell act should be staged. Chester has done a quite amusing imitation, shooting an apple off the dog's head. Andy wreck's Minn's hat in his target practice.

Ignoring his catching a balloon filled with milk instead of air on the fork held in his mouth, which may please some when Andy is

drenched, we next move on to a charity party at which a boxing match is held. Andy is referee. The loss of his trousers and his general mutilation at the hands of the two boxers we can take for granted and drop the curtain. Possibly it is funny and my sense of humor is faulty; if so, I plead guilty.

Fay Fincher plays Min. Francis Corby directs. Released October 18th.

**"Saturday Afternoon"**

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

IN view of the presentation of the two long pictures, "Tramp, Tramp, Tramp" and "The Strong Man," starring Harry Langdon, and his discovery by the critical fraternity as belonging in the charmed circle of comedians whose presiding genius is Charles Chaplin or—if you prefer the French, Charlot—any of the one or two-reelers showing the moon-faced one are bound to be of interest.

Working in a blacksmith foundry, married and much henpecked, Langdon in "Saturday Afternoon" is the last man in the world to philander. Yet, he is carried along with Vernon Dent, who has dated up Ruth Hiatt and Alice Ward for Saturday afternoon. That they do not enjoy the half holiday is written in the stars, for, otherwise how would Langdon display that pathetic, woe-begone, wistful face and almost equally eloquent hands and feet in the various contretemps that must always characterize his screen life? First, trying to hide money from his bickering wife by placing the few coins under the carpet. Then, the rendezvous with the two flirtatious shop girls. The wreck that Langdon becomes when he emerges from the automobile where he has been hiding in the rumble seat. The inevitable fight with the two men whose girls Dent and Langdon have been trying to misappropriate. It cannot enter the realm of prophecy now, but "Saturday Afternoon" does show why Langdon has made the progress that has been his and his elevation to stardom.

**THE CAST**

Harry Langdon (featured) Vernon Dent, Peggy Montgomery, Ruth Hiatt and Alice Ward. Director, Harry Edwards. Supervised by J. A. Waldron. Titles by A. H. Giebler.

Comment: Shows several of the reasons why the pantomimic ability of the featured player has been rewarded with his present stellar position in the movie world.

**"Kiss Me Kate"**

(Educational-Cameo—One Reel)

THIS must be some distant relative to "Kitty's Kisses," the musical comedy which, under William A. Brady's auspices, has been running in New York for the past several months. There the similarity or relationship ceases. The principal interest is attached to the fact that the actor, Clem Beauchamp, appears as a director in this Educational offering. Phil Dunham gets a position as a butler in one of those typical movie families where the husband is more interested in the attractions of the maid than he is in loyalty to his fat wife. The latter, Babe London—the name suggests a burlesque circuit attraction—is always catching her philandering husband coddling the maid and in revenge starts flirting with the make-shift butler. Subtle bit of revenge, "Toy" Gallagher, Jack Lloyd and Bert Young complete the cast, with the three aforementioned players. Phil lands through the window in the wheelbarrow with the other debris raked up by the gardener and is carried away.—PAUL THOMPSON.

**"King Bozo"**

(Another of the Van Bibber Comedies)

(Reviewed by Paul Thompson)

"SOMETHING doing every foot of the two reels" would be a good descriptive clause for this comedy starring Earle Fox and based on one of the short stories of the late Richard Harding Davis. Falling heir to a family of acrobats Van Bibber has more than his hands full. Their complete possession and partial demolition of the hotel where he is staying make him more determined than ever to place them with a circus until he is able to locate their strong-man father. Largely through his own unintentional and unexpected success as an acrobatic clown he gets a job for the tumblers and himself with a small time circus.

There always has been and will be a certain fascination for the average man about the circus and in this universal appeal is part of the interest in this Fox offering. While exaggerated, it gives an intimate side of the lives lived on the dining car of their special train, etc. The glass eater, for example, discards a certain kind of glass because it does not agree with him and substitutes others. His breaking off leaves of a flower-like globe and dipping these into the sauce used for artichokes, is one of the many amusing burlesque comedy episodes. Wildly improbable; that we concede, but it is amusing throughout its two reels. With that troupe of jumping-jacks whom Van Bibber is supposed to foster-father jumping in and out of moving train, busses, hotel corridors, etc., your eyes are kept in a more or less constant whirl.

**THE CAST**

Earle Fox, Florence Gilbert, Frank Beal, Joe Bonomo and Ethel Sykes. Director, Robert P. Kerr. Scenarists, Sidney Lanfield and J. Walter Rubens.

Summary—Kaleidoscopic comedy with small circus background.

**"Love's Last Laugh"**

(Pathe-Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

ANY number of epigrams or aphorisms might be evolved as the moral of this Mack Sennett opus, such as "The Road to True Love Never Runs Smooth," "He Laughs Best Who Laughs Last," "Love Laughs at Locksmiths, Parents and Opposition," etc., ad infinitum. For this comedy proves all of these things. It starts with the hero, Raymond McKee, trying to commit suicide because the engagement of his beloved is announced by a paper. It ends after his boarding a trans-Atlantic liner and going through Ellis Island with the distraught lovers in each other's arms which, of course, in this vale of tears and sorrow is as it should be.

Ruth Hiatt is the object of Raymond's affections and her mother, Sunshine Hart, and a bogus Baron, Kewpie Morgan, the two-fold cause of his unhappiness. The former because being socially ambitious she wishes Ruth to marry Kewpie and the man-mountain because he is, for some unknown reason, engaged to the daughter. Shipboard scenes, including a swimming pool, occupy most of the footage. Mother's exercising in her stateroom and through shifting her weight, upsetting the balance of the ship, provides some of the least plausible, but most amusing pictures in the comedy.

For full measure a smuggled jewel is introduced, but for no obvious reason except possibly, to provide a fine dramatic chase at the end.

Del Lord directed.



## Kosher Kitty Kelly

*The Celts and the Semites Mix It Again*

(Reviewed by Paul Thompson)

**I**N this picturization of the stage play by Leon De Costa, James Horne has been fortunate in the players assigned to him for directing, numbering as they do Viola Dana in the name part, Vera Gordon, Natt Carr, Tom Forman and the others. They realize, I think, rather happily the dramatist's and the spectator's conception of the characters. It requires a fire to bring about the cancellation of two inter-racial marriages, for which device both the neighborhood in which the Kellys and Feinbaums live and the moving picture fans should be duly grateful.

Individual characterizations are the outstanding feature of "Kosher Kitty Kelly." Diminutive Viola Dana suggests most convincingly the petulant Irish girl who becomes engaged to the young Jewish doctor, played by Stanley Taylor, largely through pique; Vera Gordon, as the widow Feinbaum, ultimately yielding to the marriage pleas of Nat Carr, the delicatessen dealer; Tom Forman, the Irish cop, Kitty's first and final fiancée, though engaged in the interim to the widow's daughter, Kathleen Myers; and Aggie Herring as the belligerent "auld sod" mother of Kitty. There are laughs and human interest in the picture.

*The Cast: Viola Dana, Tom Forman, Vera Gordon, Kathleen Myers, Nat Carr, Stanley Taylor, Carroll Nye and Aggie Herring. Directed by James Horne.*

**THEME:** Racial conflict on East Side.

**PRODUCTION HIGHLIGHTS:** Characterizations unusually good; convincing East Side settings.

Why not "The Movie 'Abie's Irish Rose' "? Dana, Carr and Gordon's unquestioned popularity.

**DRAWING POWER:** Should

**EXPLOITATION ANGLES:** be good.

*Produced and distributed by Film Booking Offices.*

*Length, 6,103 feet. Released September 5, 1926.*



*Scenes from "Womanpower," a Fox Film release*

## Dancing Days

*Better a Good Wife Than a Charleston Expert*

(Reviewed by Paul Thompson)

**H**ARKING back in its motive, but dissimilar in theme, to Edgar Selwyn's "Dancing Mothers," is this Preferred Pictures offering presented by J. G. Bachman. The story is of the slightest and most tenuous character, but that does not detract from one's interest, as it is quite well told and acted. J. J. Bell wrote the novel; Dorothy Arzner and Paul Gangelin made the adaptation and for Albert J. Kelly it is the first bit of acknowledged directorial work for this particular company. The tale, in brief, is as follows: Forrest Stanley, a successful business man, gets caught up in the jazz motive of the age and **thinks** he is in love with that blonde high-priestess of the saxophone cult, Lillian Rich. His wife, Helene Chadwick, insists upon a year's test before she agrees to surrender her marital rights to the blonde Lorelei. Her theory is sound. Husband and wife leaving the house forever are brought together physically through their respective cars colliding and their awakening on the same bed in the farmhouse where they have been carried.

Helene Chadwick in the role of the wife gives an excellent performance. It is a part that calls for restraint and no ranting and she makes the wife effective and appealing. All the other parts are well done, as is the direction. It is no moving picture epic, but it is an interesting human story convincingly told.

*The Cast: Helene Chadwick (featured), Lillian Rich, Robert Agnew, Forrest Stanley, Gloria Gordon, Sylvia Ashton and Thomas Ricketts. Director, Albert J. Kelly.*

**THEME:** Jazz versus domesticity.

**EXPLOITATION ANGLES:** Charleston dances, especially close-ups of dancers' feet.

**PRODUCTION HIGHLIGHTS:** Helene Chadwick's repressed emotional scenes.

**DRAWING POWER:** Good story of simplest possible plot, but convincing.

*Produced by Preferred Pictures; presented by J. G. Bachman; distributed by Famous Attractions.*

*Length, 5,900 feet; running time, 65 minutes. Released September 1, 1926.*



*Camera Angles of the Tiffany production, "That Model from Paris," suggested by the story by Gouverneur Morris, "The Right to Live"*



## Womanpower

*What the So-called "Fair Sex" Does to Us*

(Reviewed by Paul Thompson)

VIRTUE, whether of the feminine or masculine variety, will triumph in the end. That is axiomatic in pictures, so that you know before the first hundred or so feet of the "Womanpower" picture have been unreeled that the Broadway siren will lose out in the end and that the hero will marry not her but some heroine to appear later in the story. This much is certain without reading Harold McGrath's story, "You Can't Always Tell," from which Bradley King evolved the scenario for Harry Beaumont to direct. The girl, in this case Kathryn Perry, is the niece of a health-farm proprietor who suggests in many ways New York's own William Muldoon, the venerable builder-up of broken-down pugilists and businessmen. This comes about because Ralph Graves, being thrown into the disceard as "Yellow" by the siren Margaret Livingston, her presumed lover, Lou Tellegen, and the boy's own stage father, Anders Randolph, go to the Killian (William Walling) farm to prove he can come back, not only physically but in other respects. Always in his mind is the memory of the sneering face of the woman (known as Dot Bellair among our best night club circles). This memory helps a lot to make successful his come-back and the ultimate winning of the right girl's hand and the parental forgiveness. All the parts were well and convincingly played from this writer's viewpoint.

*The Cast: Ralph Graves, Kathryn Perry, Margaret Livingston, Ralph Sipperly, William Walling, David Butler, Lou Tellegen, Robert Ryan, Frankie Grandetta and Anders Randolph. Directed by Harry Beaumont.*

**THEME:** The good woman undoing the work of a bad 'un.

**PRODUCTION HIGHLIGHTS:** Typical Muldoon health farm scenes, fights, etc.

**EXPLOITATION ANGLES:** Love interest both for villainess and heroine on part of hero; good fight sequences.

**DRAWING POWER:** Good.

*Produced and distributed by Fox Films Corp. Length, 6,240 feet. Released September 19, 1926.*



*Stills of the F. B. O. feature, "Kosher Kitty Kelly"*

## That Model From Paris

*Gouverneur Morris Story on the Screen*

(Reviewed by Paul Thompson)

FROM the story, "The Right to Live," by prolific and popular Gouverneur Morris, has come this latest Tiffany production. It is important for one thing at least, in that it brings to the fore a new luminary in the person of Marceline Day in the principal role, that of a drab, unattractive sartorially, and, because of that, physically, cashier who from this chrysalis becomes the most gorgeous and radiant of butterflies. During the transformation she falls in love with and causes to fall in love with her the son of the house of modistes for which she works as a model. She gets the opportunity to impersonate a non-arriving famous French model because of the not altogether unaltruistic interest in her by the villain. He has offered to pay her salary out of his own pocket and then naturally claims his reward. Bert Lytell, the philandering hero-son of the head of the house, logically thinks there is something rotten if not in the state of Denmark, then at least in the cloak and suit business. He discovers the telltale letter of recommendation and also that the girl, Marceline Day, is not the non-English speaking French woman she pretends to be. However, their separation is not of long duration and they are in each other's arms when the end comes.

The comedy is frothy but always amusing and there is a gorgeous fashion parade by the mannequins.

*The Cast: Marceline Day, Bert Lytell, Eileen Percy, Ward Crane, Miss Dupont, Arthur Hoyt, Crauford Kent, Otto Lederer, Sabel Johnson, Leon Holmes, Nellie Bly Baker and George Kuwa. Director, Louis J. Gasnier.*

**THEME:** Cinderella modernized with 1926-27 feminine fashions.

**PRODUCTION HIGHLIGHTS:** Fashion parade and scenes in theatre.

**EXPLOITATION ANGLES:** Same as highlights, and arrival new leading woman supported by Lytell and Gouverneur Morris's great popularity.

**DRAWING POWER:** Unquestionably should be good.

*Produced and distributed by Tiffany Productions, Inc. Length 6,200 feet. Released October 15, 1926.*



*Five shots of the J. J. Bachmann offering, "Dancing Days," a Preferred Picture*



## For Alimony Only

But Also—Presumably—for Laughs

(Reviewed by Paul Thompson)

**S**HAKESPEARE, discussing those quarrelsome families of Verona, the Montagues and Capulets, asked "What's in a Name?" He would have been answered most effectively in this play by William De Mille, "For Alimony Only," given its first New York showing at the Hippodrome under Producers Distributing Company auspices. The name Leatrice really spells "Joy." And justly she is starred, boyish bob and all, in the De Mille Pictures Corporation offering. Present also are Clive Brook and Lilyan Tashman, Casson Ferguson and Toby Claude, of musical comedy fame.

It is light but amusing fare and well directed and acted. Lilyan, living up to the Follies' gold-digging reputation, marries and divorces Clive for his money—even though, from Broadway standards, it is not so very much. Undismayed, Clive falls in love and marries a second time, his second choice being Leatrice Joy. Their finances are somewhat cut into through the alimony paid Lilyan, so Leatrice goes to work as an interior decorator. Her co-worker has an affair with the ex-wife. Hence the conspiracy to make them marry. Through a police raid on a smart roadhouse this is done. The monthly five hundred thus reverts to the Brook-Joy menage, where it is more than welcome.

*The Cast: Leatrice Joy (starred), Clive Brook, Lilyan Tashman, Casson Ferguson and Toby Claude. Directed by William De Mille.*

**THEME:** Diverting alimony into right channels.

**PRODUCTION HIGHLIGHTS:** Introduction in bookshop of Joy and Brook; jealousy by Joy during Brook and Tashman episode.

**EXPLOITATION ANGLES:** Convincing love story. Leatrice Joy's appeal.

**DRAWING POWER:** Fairly good.

*Produced by De Mille Pictures Corp. Distributed by P. D. C. Length, 6,070 feet. Released September 20, 1926.*



Interesting scenes from "Tin Gods," a Paramount picture

## Sparrows

Fair Enough and Sure Of Its Audience

(Reviewed by Laurence Reid)

**T**HE Pollyanna motif is very strong in this picture despite the fact that its externals offer pretty gruesome stuff. Whatever its merits and demerits it surely gives Mary Pickford another chance to play her age-less characterization. It is not another "Stella Maris" however, although it has certain features in common with the star's most substantial film.

"Sparrows" is certainly different in regard to plot—even if the treatment of it is nothing to boast about. The star portrays one of those "little mothers"—whose mission is to care for the children on a baby farm.

It is splendidly produced—the atmosphere of the Louisiana swamp suggesting a large vein of suspense. And there is some effective melodrama when Mary fights for her brood against the fiendish keeper of the farm, played with unerring devilishness by Gustav von Seyffertitz. His characterization—together with certain incidents—lends a Dickensque flavor to the story.

There is suspense here. You can't help but wonder if the bad, bad man will accomplish his dark deeds—and the backgrounds aid in carrying on this illusion. It is told with sympathy—and is worth seeing.

*The Cast: Mary Pickford, Gustav von Seyffertitz, Roy Stewart, Mary Louise Miller, Charlotte Mineau, Spec O'Donnell, Lloyd Whitlock, Mark Hamilton, Monty O'Grady, Muriel MacCormack. Director, William Beaudine.*

**THEME:** Based upon mother love—with young girl protecting brood of younger children who are on a baby farm.

**PRODUCTION HIGHLIGHTS:** The wonderful atmosphere. The search. The escape through the swamps. The melodrama. The acting by star, Seyffertitz and Miss Mineau. The juvenile appeal.

**EXPLOITATION ANGLES:** The name of the star and the title should pack your theatre. Advertise it as a slice of life—with star cast in one of her greatest roles. Get out the mothers of the community.

**DRAWING POWER:** Star's name should draw them. Picture O. K. for first runs and all other types of houses.

*Produced by Mary Pickford. Distributed by United Artists. Length, seven reels. Released September, 1926.*



Interesting camera angles from "Subway Sadie," a First National release



## Tin Gods

Meighan Back in His Element

(Reviewed by Laurence Reid)

NOT since "The Miracle Man" has Thomas Meighan had such virile he-man material as "Tin Gods,"—a picture which is dramatically substantial, moving, spirited—and romantic—even if it travels over old ground and becomes routine in certain features of its development. What if its plot is not so sure of itself? It carries a healthy punch anyway. Besides the characterization seems to be the high note behind this number.

We look upon Meighan going through a redemption process. He sinks to the depths but is brought back to his feet by a girl who has sufficient faith in him. Thus with his own faith restored he goes out and builds that bridge.

Romance comes to him from a warm, impulsive, sympathetic child of love—beautifully played by Renee Adoree. She nurses him, but leaves him when she is advised of his marriage. However, when the wife joins him the unhappy love bird kills herself. It's grim in spots—but it moves with forceful strokes straight to its climax and conclusion.

*The Cast: Thomas Meighan, Renee Adoree, Aileen Pringle, William Powell, Hale Hamilton, John Harrington, Joe King, Robert O'Connor, Delbert Emery Whitten, Jr. Director, Allan Dwan.*

**THEME:** Concerns redemption of bitter, disillusioned husband and father who sins to the depths. Is redeemed by simple, trusting girl and reunited to his wife.

**PRODUCTION HIGHLIGHTS:** The early sequences precipitating the tragedy of hero's home. The escape to South America. Native girl. The nursing of hero back to

health. The sacrifice of girl.

**EXPLOITATION ANGLES:** Play up as Meighan's best since "Miracle Man." Feature Renee Adoree as duplicating her performance in "The Big Parade." Emphasize the redemption theme—what it takes to redeem a man.

**DRAWING POWER.** Star will draw 'em. O. K. for any type of house.

*Produced and distributed by Famous Players. Length, seven reels. Released September, 1926.*



Displays of tender feeling and humor found in "Sparrows," a United Artists release



Interesting leading episodes in the Producers Distributing Corporation release, "For Alimony Only"

## Subway Sadie

Pleasing Film. Homey and Amusing

(Reviewed by Laurence Reid)

THERE isn't so much substance back of this story, but Al Santell, who directed it, has fashioned it into something full-grown. A mere wisp of an idea expands under his excellent handling of the characters and situations—and camera, so that it takes on form and color. It's a light, fluffy little romance concocted here—a romance of a gum-chewing subway guard and a shop girl who uses the subway to take her to the counter. She's a trifle hardboiled—is Sadie, but she has a heart that registers warmth and sincerity.

And that's about all there is to the story. Nevertheless one cannot help but respond to it. Still it could have been something of an epic—something revealing the spirit of New York as it goes to work—something of the soul of the strap-hanger. Santell has employed some eloquent photography.

The idea expands into a Pollyanna mood. Just as the girl gets the chance to go to Paris for her firm, her subway guard is injured in a wreck. And what do you suppose happens? Why he turns out to be the son of the owner of the subway. Not so much imagination there, but plenty of it in the tender touches, the deft satire, the color and detail.

*The Cast: Dorothy Mackaill, Jack Mullhall, Charles Murray, Peggy Shaw, Gaston Glass, Bernard Randall. Director, Al Santell.*

**THEME:** Comedy-romance of subway guard and shop girl who fall in love. She is promoted to buyer and he turns out to be a youth with background.

**PRODUCTION HIGHLIGHTS:** The subway scenes. The atmosphere. The humor. The fine acting by Dorothy Mackaill.

**EXPLOITATION ANGLES:** Play up title and tease it to the limit. Bill as a different picture—one showing spirit of New York. Treat it from a comedy angle. Bill Dorothy Mackaill as making rapid advance as actress of real ability.

**DRAWING POWER:** Should do good business everywhere.

*Produced and distributed by First National. Length, six reels. Released, September, 1926.*





# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



## Making Midnite Shows a Community Event

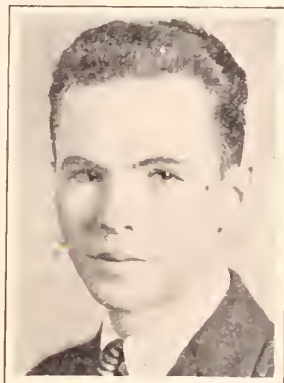
*Saturday "Previews" Increase Weekly Receipts  
at Criterion Theatre, Oklahoma City*

BY PAT MCGEE  
Manager, Criterion Theatre

THE Criterion Theatre has been very successful in the promotion of a midnite matinee starting on Saturdays at 11:30 P. M., which we have called a "midnite preview."

During the summer of 1925 Mr. Ed Roberts, Manager of the Majestic Theatre in Austin, promoted a midnite show to start at 12:00 o'clock on Sunday mite. Since Austin is closed on Sunday and being a college town he probably had a student class to draw from, and since we were suffering the usual summer slump we decided to try one of these mid-nite shows and see what the result would be. Of course, we had used them on New Year's Eve and had been very successful with them—but this was a decided experiment. Our programs opened on Sundays at that time and since Saturday usually brought a great many people down town, we decided to pick up the current Sunday program and use it for one show the previous Saturday evening, and we called it a "midnite matinee." We enjoyed only a fair success during the remainder of the summer and with the opening of the season in September, 1925, they were discontinued.

At the start of the summer season of 1926 we recalled the midnite shows and de-



Pat McGee

cided that we would give them another try. However, we had changed our policy to open all new programs on Saturday which made it impossible to use the same program for a show on Saturday evening which had opened a current engagement the same day. Our only other chance was to pick up the program booked to open the following Saturday. This in itself offered a good publicity opportunity—since we advertised extensively that we were pre-releasing features for these special shows.

and from this pre-release idea we evolved the term "preview." Then, in order to enliven the program and make it an occasion for celebration we eliminated the short subjects and put on one or two acts of stage stuff. Then on different occasions we have furnished serpentine, confetti, balloons, etc., at a nominal cost. As you can readily see, the result was a real weekly celebration—a real opportunity for the younger element to forget restraint and "blow off some steam," and since Oklahoma City is a typical town of 125,000 population with practically no night life, we created quite a furore, and surprising as it may seem, we encountered no opposition from ministers although the

(Continued on following page)

## Equipment

## Eye Strain?

—By P. M. ABBOTT—

THERE have been extended discussions of the harmful effects resulting from eye strain caused by viewing motion pictures. In some instances, authorities have recommended that children, especially, should be prohibited from going to movies to prevent damaging their eyes. Other authorities have not considered the eye strain as being particularly harmful.

All this difference of opinion has not been helpful to the industry. It is fortunate, therefore, that the results of investigations conducted by experts which clearly define the degree of eye strain caused by motion pictures have been made public.

The Illuminating Engineering Society carried on one investigation. The conclusion arrived at should place motion pictures in good standing:

"The effect of motion pictures on the eye indicates that while the eyes are strained a great deal by the observation of motion pictures, even in the better moving picture houses, they are damaged little more by that, in all probability, than they are by reading steadily the same length of time under the greater part of the lighting that is now in actual use."

The Eye Sight Conservation Council, another group to investigate this supposed evil, finds that on an average no generally injurious effects are caused the eye by motion pictures. This council points out that improper presentation, however, in the form of poor films, faulty projection, and improper general lighting can cause excessive strain. But, happily, these conditions can be remedied by any exhibitor who is interested in the welfare of his patrons and only adds weight to our contention that projection and lighting are one of the most important phases of good showmanship.



CAPACITY AT MIDNITE SHOW

A photo taken in front of the Criterion, Oklahoma City, during one of the Midnite Preview showings which have opened up a new and important source of box office revenue for that house



## Making the Midnite Show a Community Event

(Continued from preceding page)

show extends two hours into Sunday morning.

Of course, we are prohibited from opening the theatre before 1:00 P. M. on Sundays. Although we try to make the entertainment as light as possible and encourage freedom of action, we do not permit any rough stuff or drunkenness, and by conducting the previews on a clean level we have managed to interest not only the younger element—but people from all classes. At the present time you see as many gray heads and bald heads as you do the sleeked hair of jellybeans and bobbed hair of the flappers, and our attendance has increased from 247 (July, 1925) to 1,704 (Saturday, July 31, 1926) which is more than our capacity.

One of the stunts used on the preview was as follows: The choruses of two or three old familiar songs were printed on cards and distributed to the audience. House lights were brought on full and a "Master of Ceremonies" was introduced who directed the audience—or rather led them in singing, being accompanied by the organ. This was broadcasted over our local radio station, KFJF with the result that we have received letters throughout the Southwest complimenting us on the "community singing" and inquiring as to exactly what we meant by the "preview." Additional advertising is given on a separate sheet.

Each preview has been an increase over the one immediately preceding. We have yet to suffer a decrease.

## Louis Preston Gets Promotion With Small-Strausberg

Louis Preston, resident manager of the Republic Theatre, Brooklyn, has been promoted by the Small-Strausberg Circuit to the general managership of the Kings County Division of that organization. Eighteen theatres are in the district now managed by Preston, who is the most recent acquisition to the managerial staff of the Small-Strausberg organization.

### Seven Shows Daily at Stillman

The Stillman Theatre pushed its release date of "The Son of the Sheik" way up on the calendar, and opened its continuous run last Sunday, with seven shows a day instead of the usual policy of offering five shows daily. There was a tremendous demand for admission on the opening day.

### Price Increase at Albany House

Joe Saperstein has jumped his admission prices at Harman-Bleecker Hall in Albany, to 30 cents, and is planning to stage a number of special features along with his regular picture program.

## The MANAGER'S OFFICE

C. B. STIFF, for several years manager of the Tivoli in Chattanooga and later city manager for Publix in Asheville, N.C., has assumed the management of the three Publix houses in Memphis. These are the Majestic, Strand and Loew's Palace.

PAUL NOBLE, manager of the Liberty in Portland, Ore., for a number of years, has resigned that position to become president of a florist firm in that city.

C. S. WILLIAMS has succeeded Frank N. Phelps as manager of the Hennepin-Orpheum in Minneapolis. He was formerly manager of the St. Louis Theatre, St. Louis. The post of manager at the latter house has been assumed by Everette Hayes, formerly of the Tower Theatre, Chicago.

## Stanley-Crandall Managers Form Organization

Under the direction of John J. Payette, supervisor of theatres for the Stanley-Crandall Company of Washington, there has recently been formed the Stanley-Crandall Managers' Association.

The managers hold weekly sessions in the projection room of Crandall's Metropolitan Theatre which are presided over by Mr. Payette. The problems of house management are liberally discussed and constructive advice is adduced unflinchingly.

At a recent election of officers held by the Association, Robert Etris of the Ambassador was elected president; Harry E. Lohmeyer of the Earle, first vice-president; John B. Upperman of the Avenue Grand, second vice-president, and Stephen Eilbacher of the Tivoli, secretary. The duration of office is for one year.

## Portland Houses Celebrate "University Week"

Portland, Ore., theatres will celebrate "University Week" during the week of October 4. The event has been launched by Floyd Maxwell, recently appointed public relations director of the Pacific Northwest Theatres, Inc. Special features will be college music and songs.

The committee in charge is headed by George McMurphy, director of McMurphy's Blue Boys orchestra. W. B. McDonald, manager of the Heilig Theatre, Russell Brown, of the McDonald Theatre, and Richard Godfrey, all of Eugene, Ore., are others members of the committee.

## Appointed Music Librarian At St. Louis Ambassador

Jules Raabe, who plays a clarinet in the orchestra of the Ambassador Theatre, St. Louis, is also music librarian of the big house. In his library are some 35,000 pieces, jazz, classical, waltzes, overtures and concertos. Raabe for four years was with the Missouri Theatre Orchestra.

### Spitalny Starts Season at State

Phil Spitalny, who has been touring presentation houses all summer with his orchestra, has returned for another season at the Loew State Theatre, Boston.

## Plan New Policies for Two Skouras Theatres

According to reports current in St. Louis, Skouras Brothers will operate the Grand Central as a first run house for pictures other than those of First National and Paramount—probably Warner's, Fox's and Universal's—when the Capitol begins its career in October as the St. Louis home of Vitaphone presentations. The Kings Theatre will become a second run. The addition to the company's chain of the Ambassador, newest and largest St. Louis Picture theatre to which the Publix presentations were transferred from the Missouri, is responsible for the realignment which is to be put into effect when the Capitol starts its new policy.

Since the opening of the Ambassador recently, Paramount and First National first runs have been shown there and at the Missouri, with the Publix shows as added features at the former. The program last week at the Ambassador presented "It Must Be Love," Colleen Moore's First National vehicle, with "Love's Enchantment," a Publix unit show, and a "Fur and Fashion Revue" as the stage features. The Missouri showed "Tin Gods" as the screen attraction. "Sleepy Hall," a banjo "wizard" in a jazzy program of popular music, and Marie Tiffany, soprano of the Metropolitan Opera Company, were added features of the bill.

## Continuous Shows Policy Maintained at Palace

Keith's \$2,000,000 Palace Theatre in Cleveland will continue through the season its summer policy of continuous shows and a combination vaudeville and picture policy. This will be the first season that Keith will not have a two-a-day playhouse in Cleveland since vaudeville was first introduced. Last summer the continuous combination policy was introduced for the warm months only, and the regular season saw the return of the big time vaudeville with two performances daily. Manager John Royal now announces that the summer policy will continue right on and become the regular house policy. Top price is 75c.

## Ben Webster Presentations Director at Eastman

Ben Webster, last season manager and director of the Phoenix Players at Woodstock, N.Y., and previously art and technical director for several New York producers has been appointed director of stage presentations at the Eastman Theatre, Rochester. The Eastman makes most of its own productions, having its own musical stock company and dance corps and Mr. Webster will be given wide latitude in producing original and elaborate stage presentations and divertissements.

## Vaudeville at Neighborhood House in Winona, Wis.

Four acts of vaudeville two days each week in addition to motion pictures will be the new policy of the Broadway Theatre, Winona, Wis., a neighborhood house, according to H. A. Rollbeck, owner. All other houses in the city are controlled by Finkelstein & Ruben.

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# Long Runs at Two More Publix Houses

## Omaha Strand and Royal, K.C., Start With "Black Pirate"

THE Royal Theatre, Kansas City, last week began its new policy of playing extended engagements of special pictures with "The Black Pirate" as the attraction. The new policy for the Royal was announced some time ago by Publix, operating this house and the Newman in Kansas City. The Newman for some time has been one of the theatres in the Publix circuit of presentation houses, with the unit shows as an added feature of the programs.

Similar arrangements are being carried out in other cities where Publix operates two or more downtown theatres. In Omaha long-run policy has been put into effect at the Strand, one of the A. H. Blank chain now controlled by Publix. "The Black Pirate" also introduced the new policy there, last week. The other Publix house in Omaha, the Rialto, this week joined the company's chain of presentation theatres, where the stage shows produced by John Murray Anderson, Frank Cambria and others will be offered with photoplays on a weekly-change policy.

Louis Forbstein, director of the Newman Theatre concert orchestra, played a "farewell week" engagement in Kansas City. Forbstein is now at Dallas, Tex., where he will have charge of the musical features for Publix in that territory. The transfer is a part of the rotation plan of Publix, under which directors make three-month stays in cities on the circuit.

## "American Beauties" Revue At Rivoli This Week

"American Beauties," a John Murray Anderson unit show for Publix with several of the candidates for the crown of "Miss America" in the recent contest at Atlantic City in the east, is the stage presentation being offered this week at the Rivoli Theatre, New York City, on the program with "The Campus Flirt," Bebe Daniels' new Paramount starring vehicle. The Rivoli orchestra offers "Capriccio Italien" as the overture.

### Colored Baritone Wisconsin Star

The Wisconsin Theatre, Milwaukee, offered George Dewey Washington, colored baritone in a group of concert numbers, as the stage feature in connection with the screen presentation of "The Son of the Sheik."



WAR ATMOSPHERE

The prologue shown in the photo above was presented with P.D.C.'s "The Unknown Soldier" at the Strand Theatre, Modesto, Calif. It was staged by Manager Newcombe of the Strand and Hal Neides, exploitation man for the National Theatre Syndicate

## Melody Duo at Des Moines; Finston Show at Capitol

The Des Moines Theatre, Des Moines, featured the Eddie Miller duo, "Minute Men of Melody," in a program of harmony and comedy songs as the stage attraction last week, when "The Duchess of Buffalo" headed the attractions offered at that house. The Educational-Technicolor subject, "The Blue Boy," was an added feature of the screen program.

"Sidewalks of New York," produced by Nat. Finston for Publix presentation houses, was the stage offering at the Capitol. This house had "The Waning Sex" as the screen attraction, with a "Ko-Ko" song cartune, "Wife Shy," a Bobby Vernon comedy and Fox News as the other numbers of a well-rounded program. The Capitol orchestra offered "The Hunt in the Forest" as an overture.

## Barnard and Gary in Stage Show at State

The stage show presented in conjunction with "The Strong Man" at the State Theatre, Minneapolis, last week, featured Barnard and Gary, harmonists. The State's newly augmented concert orchestra, under the direction of William Warvelle Nelson, proved a popular number of the program, which also offered Eddie Dunstedter in an organ solo as a featured specialty of the bill.

## Capitol Offers Diversified Bill With "Waning Sex"

A varied program of dance and music is being offered on the current bill at the Capitol, New York City, this week. The screen feature is "The Waning Sex." A UFA short subject titled "A Jungle Round-up," the Capitol news reel, and a Ko-Ko Song Car-Tune, complete the screen numbers.

Colin O'More, concert singer, is heard in the "Kashmiri Song" in his debut as one of the Capitol artists. Another singer, absent for several months, on the program is Caroline Andrews, coloratura soprano,

who sings "The Shadow Song." The specially staged pantomime presented immediately preceding the picture is "By My Fireside," with Gitz-Rice ballad of that title sung by Sigrid Nilssen, and dances by Joyee Coles and John Triesault. Miss Coles, an English dancer appearing as guest artist at the Capitol, is also seen in a group of ballet numbers. The Chester Hale ballet is "Galop" from the "Jolly Robbers" overture. The Capitol Grand Orchestra plays "Marche Slav" as the overture.

## "Tin Gods" Opens Extended Run at Rialto

"Tin Gods," the new Thomas Meighan Paramount vehicle, this week opened an extended engagement at the Rialto, New York City. The two hours' entertainment offered with this engagement opens with the overture "Fantasia Cavalleria Rusticana" by Pietro Mascagni, with Mr. Pilzer wielding the baton. The Rialto Cinemexents, a movie mirror of current news, follows; Leonora Cori, lyric soprano, will offer a vocal selection. The feature film, "Tin Gods" will precede Harry Langdon in his three-reel comedy, "Saturday Afternoon."

## Gilda Gray Star of Screen and Stage at Shea's

Gilda Gray was the attraction at Shea's Buffalo Theatre, Buffalo, last week, when she appeared on the stage in her act called "A South Sea Idyll" as a prologue to "Aloma of the South Seas," the Paramount production in which she makes her debut as a screen star. The program also offered a Lloyd Hamilton comedy "Move Along," news reel, "Merry Wives of Windsor" overture by the orchestra under the direction of Herb Straub, and an organ solo by Tom Grierson.

### Booking Amateurs for Circuit

Al Bothner, a former exhibitor in Troy, N.Y., now connected with the Smalley circuit, will spend his time this fall and winter in scouring the territory for amateur acts which will be presented weekly in at least eight of the thirteen Smalley theatres.

## Standard VAUDEVILLE

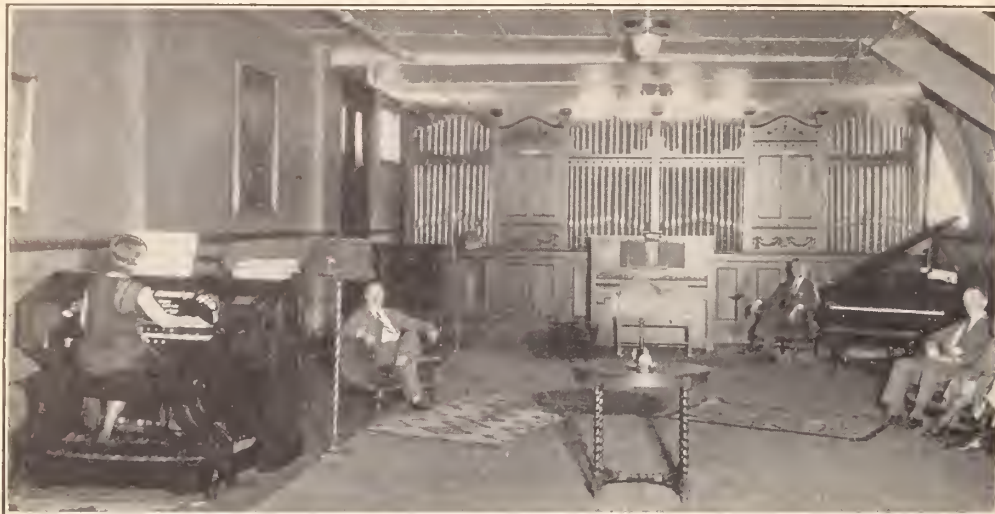
for  
Motion Picture Presentation

## THE FALLY MARKUS VAUDEVILLE AGENCY

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The demonstration studio of the Cincinnati store of Wurlitzer Organ Company is a recent development. Among the staff of artists who assist in conducting the studio are: Miss Johanna Gross of Station WLW; Ervin Schenck, staff artist, WLW, and many other popular Cincinnati organists

## Hays Will Attend S. M. P. E. Dinner at Briarcliff

*Four-Day Session of Society Opens Oct. 4; Have Planned Elaborate Program*

**J.** C. KROESEN, Chairman of the Committee of Arrangements of the Society of Motion Picture Engineers, announces that Will Hays will be the chief speaker at the dinner given by the Society at Briarcliff Lodge, Briarcliff Manor, N. Y., on Monday evening, October fourth. This will be the opening event of the four-day session of the Society at Briarcliff Lodge, October fourth to seventh. Wednesday night, October sixth, the Society will hold its banquet and one of the features of this occasion will be a talk by Lee DeForest on the recent developments in Phonofilms. Arrangements have not been completed for the evening sessions but an elaborate program has been planned and a large attendance is anticipated.

### Encourages Free Discussion

J. I. Crabtree, Chairman of the Papers' Committee, announces a full list of papers to be read at the day and night sessions, and a list of these is given herewith. Free discussion of the papers will be encouraged and this is one of most valuable features of the meetings of the S. M. P. E. The papers are of a very practical nature and touch every department of the motion picture industry. As in other fields, progress and valuable contacts are the result of such conventions as the meetings of the S. M. P. E. and these are of importance to everyone connected with the making and showing of motion pictures. The Society welcomes guests at the Convention and those desiring information about the S. M. P. E. can secure same by writing to J. A. Summers, Secretary S. M. P. E., Edison Lamp Works, Harrison, N. J.

#### List of papers:

Making Duplicate Negatives, J. G. Capstaff & M. W. Seymour, Eastman Kodak Co.; The Mercury Vapor Lamp, Frank Benford, General Electric Co.; A Portable Time Lapse Apparatus, E. S. Rinaldy; Coloring Motion Picture Films by Imbi-

tion, Wm. V. D. Kelley; Recent Progress in the Motion Picture Industry, C. E. Egeler, National Lamp Works; The Effect of Motion Pictures on the Eye, Guy Henry, Director of the Eyesight Conservation Council of America; Stereoscopic Motion Pictures, E. J. Wall; An Exhibitor's Problems in 1926, E. T. Clarke, Manager of the Eastman Theatre, Rochester, N. Y.; Light Sources in Motion Picture Work, P. R. Bassett, Sperry Gyroscope Company; Some Considerations in Spotlighting, J. H. Kurlander, Brenkert Light Projection Co., Detroit; Projector Carbon Arcs, How to Obtain the Best Results from Them, W. C. Kunzman and E. R. Geib, National Carbon Co.; Photomicrography with a Motion Picture Camera, G. E. Stone, Carmel, Calif.; Why Slide Film? Rowland Rogers; The Properties and Applications of Panchromatic Motion Picture Film, J. I. Crabtree, Eastman Kodak Co.; The Telephoto Lens in Wild Bird and Animal Photography, Norman McClintock, Photo-Naturalist, University of Pittsburgh; A Daylight Optical Printer, O. B. Depue, Chicago, Ill.; Reflection Characteristics of Motion Picture Screens, L. A. Jones and C. Tuttle, Eastman Kodak Co.; The Little Theatre Movement in the Cinema, Symon Gould, Director, Film Arts Guild, N. Y.; Who Should Preserve Historical Films? F. W. Perkins, Director Motion Picture Division U. S. Department of Agriculture; The Printing of Motion Picture Film, Roscoe Hubbard, Manager, Consolidated Film Labs., New York, N. Y.; Papers Promises by C. L. Gregory, Martin Quigley, Editor of "Exhibitors Herald."

Evening Talks with Motion Picture demonstrations:

Wild Bird and Animal Habits in Motion Pictures, Norman McClintock, Photo-Naturalist, University of Pittsburgh; Colored Motion Photomicrographs Showing the Formation of Crystals of Organic Compounds under the Polarization Microscope,

L. A. Jones and C. Tuttle, Eastman Kodak Company; The Business of International News by Motion Pictures, Emmanuel Cohen, Editor-in-Chief, Pathe News; Recent Developments in the Phonofilm, Lee DeForest.

## Chicago Syndicate Plans Large Negro House

It is reported that a syndicate, which includes Harry M. and Louis Engelstein, Louis Kahn and others, will erect a huge structure which will contain a large theatre, ball-room, billiard-room, bowling alleys, an arcade, and approximately fifty shops and many offices, at the southeast corner of South Parkway (formerly Grand Boulevard) and 47th Street. Alexander A. Levy and Wm. J. Klein are the architects and work is expected to start about December 1st. This neighborhood is in the heart of the colored district and is the most ambitious building project so far contemplated for the benefit of Chicago's negro population.

## Maine Theatres, Inc., Add to Augusta Holdings

Maine Theatres, Inc., have added to their holdings in Augusta, Me., by purchase of the former Courier-Gazette or Jones' block, and while official confirmation is not forthcoming, it is understood that before another year a motion picture theatre seating from 1,000 to 1,200 will be erected on the property.

## Let Contract for Another Kunsy House

Birmingham, Mich., is to have a new theatre. The Briggs Investment Co., of Detroit, has awarded a contract for the erection of a \$400,000 theatre. When completed the house will be known as the Birmingham. It will be built for the Kunsy Theatrical Corporation, of Detroit.

## Ashdown, Ark., Contract Awarded

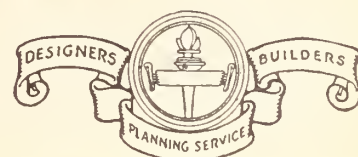
Sam Dudley has awarded the contract for his new house at Ashdown, Ark., to H. M. Westbrook. The house will be one story, 25 by 100 and will contain a balcony for negro patrons.



Edward Werner, conductor of the symphony orchestra at the recently opened Michigan Theatre, Detroit, Mich. Note the number of signal devices on the stand, which enables Mr. Werner to hold the show, music and lights in perfect harmony



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Three views of the new Jayhawk Theatre recently opened in Topeka, Kan., by the Jayhawk Theatre Corporation. The new house seats 1,500 and is said to represent an investment of \$400,000.

## Topeka's Jayhawk Opens

### *New House Said to Represent Vision Rather than Hard-boiled Business Venture*

**I**N motion picture palaces, Topeka, Kan., now ranks with larger cities of the United States with the opening of the \$400,000 Jayhawk Theatre the other day.

The Jayhawk represents the realization of a "vision," rather than a business outlook into the future. The vision was that of E. H. Crosby, president of Crosby Bros. Company, owners of the theatre, which will be operated by Maurice W. Jencks and G. L. Hooper of the Jayhawk Theatre Operating Company, under whose supervision the theatre was constructed.

The theatre, which seats 1,500, can be emptied in ten minutes, its ground space being 74x125 feet. The stage is located on the extreme southern end of the structure and is faced by a deep, wide balcony, capable of seating 650 persons, all of whom can see every foot of the stage. There are hundreds of feet of restful and inspiring lobbies extending along the north and west sides of the main auditorium. From them and leading to the foyer on the mezzanine floor back of the balcony are two grand staircases, which rise with a sweep and general gracefulness that is pleasing to the eye.

It is on the mezzanine floor that the real luxury of the theatre is to be seen. There are offices for the various departments of the theatre, the projection room and store rooms. Tons and tons of marble and thousands of feet of expensive woods have been used in the theatre's construction. From the moment a patron enters the house on Seventh Street, as he passes the elaborate box office grill inside the big main floor, as he mounts the wide easy stairs at the entrance to the main foyer, as he walks through the arcade to the theatre proper, each step is a vista of elaborate decoration.

Regardless of the weather outside, the patron in the Jayhawk will be unaware of icy winds or sultry heat. A balmy spring temperature will prevail at all times. All this will be effected by the huge refrigeration, heating and ventilating system with which the theatre has been equipped at a considerable cost. For three months mechanics and engineers employed by the American Carbonic Company of Chicago

worked in installing the system, which is equipped with three motors and forces treated air through 302 openings. Toilet rooms, cloak rooms and smoking accommodations, the like of which Topeka patrons heretofore have been forced to go outside the state to enjoy, are included in the new house.

When the orchestra, under the direction of George Kristufek, is taking a periodical rest, a large organ, the product of George Kilgen & Sons Co., will be presided over by Miss Bernice Hemus. From bright daylight to sunset, to moonlight night and then a rosy dawn are the transitions possible within only a few moments by the aid of the electrical and mechanical equipment in the theatre.

"It has taken a pile of money to make



M. W. Jencks, president of the Jayhawk Theatre Corporation and secretary and treasurer of the National Theatre Corporation, Topeka, Kan.

all this possible," said Mr. Crosby, "but that money was made right here in Topeka and the Topekans who will enjoy entertainment in this theatre are the ones who have helped me pile up this money. Topeka needed a really modern theatre badly. Topekans were fast adopting the idea that if they wanted good shows they had to go to Kansas City to get them. They were spending Topeka money to build newer and better theatres for Kansas City, rather than their home town. With a stage, 30x38 feet, it will be possible to stage the best of prologues and specialty numbers."

## Junior Cameramen Hold Monthly Meeting

A regular monthly meeting of the Junior Cameramen's Club of Los Angeles, was held at Brandstatter's Piccadilly on September 7. Gregg Toland, an ex-president of the club, was the guest of honor. Mr. Toland gave an interesting talk on methods and conditions in the Eastern studios from where he has just returned, as contrasted to the California Producing units.

While in the East Gregg Toland assisted Arthur Edison in the photographing of two feature productions for First National.

## World's Largest Rug for Paramount Theatre

**W**HAT is reputed to be the largest rug in the world is coming with fifty others from Czecho-Slovakia, next month, for the Paramount Theatre at Times Square.

The largest of these rugs, one of which will cover the entresol immediately behind the loge seats, is 115 feet in length, the largest rug ever made, as far as it is known. The other rugs, of various sizes, making 619 yards of floor coverings, will be used in the lobbies and promenades of the motion-picture palace. Twenty-six of them will go in the special lounge rooms, including the ladies' smoking room, which is to be finished in atmospheric Chinese.

The decision to have these rugs made in Europe came as fitting to the French Renaissance atmosphere of the interior, which throughout reflects that luxurious period in France during the reign of Louis Sixteenth.



# Announcing A NATIONAL SERVICE

## OF THEATRE EQUIPMENT AND SUPPLIES

**C**ONVINCED that a bigger and better Service should be given the theatre owner, certain leaders in the equipment field have organized the leading concerns in the country into one National Service Unit.

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Gathering together the brains and ideas of the equipment field into one efficient unit, it is possible to function at less expense, and offer to every theatre owner and every large organization a better service with less' lost motion and confusion.

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Becker Theatre Supply Co., Buffalo, N. Y.  
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Cole Theatre Supply Co., Kansas City, Mo.  
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Utah Theatre Supply Co., Salt Lake City, Utah.  
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Southern Theatre Equipment Company, New Orleans, La.  
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Exhibitors Supply Co., Omaha, Neb.  
Exhibitors Supply Co., Denver, Colo.  
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## NATIONAL THEATRE SUPPLY COMPANY

### A NATIONAL SERVICE

*Branches in Thirty-two Cities*





# Projection

## Optics, Electricity, Practical Ideas & advice



### Inquiries and Comments

#### *The Basis of Reflector Arc's Efficiency*

**T**IME and again we have been asked by projectionists why a mirror, such as one of the several types used for reflector arc projection, provides such large gains in screen illumination over the ordinary plano-convex condenser set.

Seemingly, there is something quite mysterious about the operation of a mirror as distinguished from a lens because a simple explanation of the increase of efficiency of the former over the latter leaves the listener as much in the dark as ever.

The reason for this is undoubtedly due to the fact that the average projectionist has been so long accustomed to thinking in terms of lens action that the action of a concave mirror leaves him more or less befuddled.

#### *Four Good Reasons*

Passing over the theory of operation of both these devices we find that there are four very good reasons for the increased screen illumination provided by a mirror arc system.

In the first place, putting the carbons in line with each other in a horizontal position results in the crater burning to a circular shape rather than elliptical as is the case with the old carbon set employed with condensers. This simply means that no excess crater area need be tolerated in order to insure complete covering of the aperture.

With the old vertical carbon set, the *smallest* diameter of the crater is used when figuring the magnification necessary for complete coverage of the aperture. Since the crater, with this set, is elliptical, rather than circular, the difference between the area of this ellipse and the area of a circle having a diameter equal to the smallest diameter of the ellipse represents the excess crater area required by the first system over the second.

In the case of a 45 ampere arc, the saving in current on this one item alone would be more than 20 percent.

There is another reason why the horizontal carbon set is better than the vertical. The crater being in a plane parallel to the face of the mirror naturally provides a more favorable distribution of light so that

the mirror can be placed in a position to pick up most of the light from the crater.

With the vertical carbon set, the crater faces the floor of the lamp house and the condenser is placed at a high angle to the line of the carbons so that it intercepts but little of the light emitted by the lamp. Even placing the negative carbon ahead of the positive so as to cause the crater to assume a more perpendicular position where it will better face the collector lens does not correct this error, though it helps to a considerable extent.

#### *Large "Pick-Up"*

It is safe to say that the biggest increase in efficiency comes from the extremely large "pick-up" angle, which the use of a mirror makes possible. With the old condenser lens system, the pick-up angle averaged about 60 degrees. If anything, it was somewhat less than this, but 60 degrees represented about the maximum that could be expected. It was impossible to increase this figure for the simple reason that the approach of the arc toward the lens and the diameter of lens that could be used was strictly limited.

The logical thing, of course, would have been to increase the diameter of the condenser lens in order to pick up more light, but when this was done, the increased spherical and chromatic aberration, the greater lens thickness and the increased loss of light from surface reflection greatly offset any gain which would have resulted.

Furthermore, the very position of the lens with respect to the arc acted to limit any gain resulting from increasing the lens diameter since the light distribution characteristics of a carbon arc are such that the candlepower falls off rapidly at high angles from axis of the crater.

This simply means that with the lens occupying such a position, the light pick-up does not increase in proportion with the increase in lens area.

The use of a mirror, on the other hand, permits of an extremely high pick-up angle—120 degrees—since it is easier to obtain the necessary bending with a mirror than with a lens.

It is necessary, of course, to place the arc fairly close to the mirror, but since the greatly improved efficiency permits the use of a much reduced amperage, no particular harm results from this practice.

The principal danger comes in on high angles of tilt, as there is then danger of the tail flame of the arc striking the mirror.

The placing of the carbons in a horizontal position and in line with each other also makes such a high pick-up angle effective since the axis of the crater then co-

incides with that of the mirror, thereby insuring the minimum falling off in candlepower toward the outer zones of the mirror.

This does not mean that the candlepower toward the outer mirror zones does not fall off since, in fact, it diminishes as the cosine of the angle, measured from the axis of the crater.

It does mean, however, that the mirror is in the most favorable position to intercept the greatest amount of light from the crater.

There is another factor, so far unmentioned, which helps account for the increased efficiency of the mirror arc. The transmission factor of the ordinary plano-convex combination is about 65 percent under ordinary conditions of use. The reflection factor of the mirrors employed with the reflector arc system is about 80 percent since they are of high optical quality. In other words, the mirror arc system has a higher efficiency of light transmission than that of the old condenser lens set.

#### *A Corrected System*

By far the most important point in connection with the mirror arc is the fact that it represents a corrected optic system. That is, it is corrected, either entirely or nearly so for spherical aberration. It might be well to say that this is true of only two systems now in common use—the one employing a parabolic reflector in combination with a plano-convex lens, and the one employing an elliptic mirror alone.

The system employing the elliptic mirror is entirely corrected for spherical aberration, whereas the other is not. In contrast with these two systems—which are by far the most popular—there is the old mirror arc system using the spherical mirror originally used in this country about four years ago. This is used even today, but in point of efficiency it cannot compare with the other two.

The correction for spherical aberration simply means that a large saving in current can be obtained for the same screen illumination and a major item with the reflector arc method of projection.

In the light of this, it seems unfair to compare the mirror arc system with the old condenser set since no common basis for comparison can be said to exist. We have on one hand a corrected system and on the other an uncorrected one.

A more practical method would be to compare the reflector arc with the parabolic lens system designed for the vertical arc. When this is done, we find that about 30 amperes are necessary to provide limiting illumination with a mirror arc and about 50 to 60 amperes are required for the same condition with a vertical arc.

Compared on this basis the reflector arc is seen to result in a saving of 40 to 50 percent in current consumption.



## Freuler Company Increases Sales Operations



Vitalux Display Cabinet

John R. Freuler, president of the Automatic Movie Display Corp., of New York, national distributors of the Vitalux Display Cabinet, recently returned from a tour of the Western territory and a visit at the factory in Milwaukee, where he arranged for an increase in production activities.

The display cabinets are designed for lobby and window displays of trailers of

forthcoming or current screen offerings at picture theatres. The cabinets accomplish the feat of showing motion pictures in daylight and according to Mr. Freuler are becoming increasingly popular as attractors for lobby display and window tie-ups between theatres and merchants. The company of which Freuler is the head is developing the commercial advertising as well as the picture theatre field. Industrial films are being prepared for manufacturers of various types of merchandise and are being shown in special window displays by dealers throughout the country. John R. Freuler is well known in the motion picture industry, having served as president of the old Mutual Film Company and the American Film Company.

## N. E. Amus. Co. Buys Site at York Beach, Maine

At York Beach, Me., one of the rapidly growing and largest of the New England summer resorts, the Boston & Maine Railroad has just sold its most valuable parcel of land in the centre of the business district to the New England Amusement Co., composed of Ray Weare, George Cloutier, Ansel Garfield, Nick Wolfe and Joseph LaBonte. Plans for the development of this property with a motion picture theatre which will be opened next season are under way.



Mezzanine lounge in the recently opened Jayhawk Theatre, Topeka, Kan.



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## Brooklyn Exhibitor to Build Large House

ANOTHER theatre, the largest in the A. H. Schwartz chain, is to be erected in Brooklyn. Announcement to this effect was made this week when Mr. Schwartz, a pioneer in the borough's motion picture field, acquired title to a plot 140x250 feet, on the south side of Flatbush Avenue, near Lincoln Road. The property brought the record price of \$175,000.

The new theatre will make the twentieth in the chain of cinema houses, the first link of which was forged in Flatbush fifteen years ago with the opening of the Linden Theatre.

Since that time Mr. Schwartz has con-

tinually added to his holdings until at present he controls the Albemarle, Farragut and Rialto theatres, all on Flatbush Avenue, Brooklyn.

The Schwartz chain extends out on Long Island and into Westchester County. At present there are eleven houses in operation, four nearing completion and plans for five others under way. The four being completed include two in Brooklyn, at Flatbush Avenue and Kings Highway, and Conboy Island Avenue and Avenue U. The third is located in Flushing, while the fourth will brighten Merriek road in Freeport.

Plans for other houses include Port Washington, Huntington, Corona and another new theatre in Queens.





Views of the new Capitol Theatre, Portchester, N.Y., showing stage and auditorium, stairway in inner foyer and the outer lobby. The new house is one of Westchester County's finest playhouses and many notables attended the opening

## Broadway Atmosphere Adds Zest to Premiere

*Capitol Theatre, Portchester, N. Y., Draws Many Prominent Personages to Opening*

**T**HE Capitol Theatre, probably one of the finest in the country and without doubt the most modernly equipped in Westchester County, opened its doors to the public for the first time on August 18th.

The opening was a typical Broadway first night and had among its guests many of Portchester's and neighboring towns' most prominent personages as well as some of Broadway's representative first nighters. Lew Fields acted as Master of Ceremonies and received an ovation upon his entrance.

The new theatre is located at Westchester Avenue and Broad Street and presents a most prepossessing appearance. It stands three stories high; is a block long; and almost a block wide.

### *Attractive Entrance*

The entrance to the theatre is markedly attractive. Both the inner and outer foyers are done in travertine marble, with large French mirrors panelling the walls in regular sections. The inner foyer is carpeted with an expensive oriental rug, while the draperies that adorn the entrance to the auditorium are of heavy maroon silk damask with over-draperies of silk velour.

The style of architecture of the exterior is of Italian renaissance period and is shown in the buff-faced brick and architectural terra cotta.

The interior is done in strict Byzantine style and offers one of the most individualistic efforts at theatre decoration yet seen. It is the only theatre in the east done in Byzantine and is considered an innovation in theatre design.

The general color scheme of the interior is carried out in café au lait and gold with columns and ornamental work generally of the Byzantine character depicted in red and blue. The draperies here are also of heavy maroon silk damask with over-draperies of velour. The mezzanine rivals any yet devised in the better known theatres throughout the country, and offers the same motif in colors that grace

the auditorium proper. The carpet in black and red, and the tapestried period chairs and sofas lend a homelike atmosphere, while the heavy brass electrical fixtures add to the extreme attractiveness of the promenade.

The ladies' lounge is also highly decorated and for comfort and abandon is one of the most inviting spots in the theatre. The men's lounge is also attractively done.

There are two thousand seats, each more than wide enough for ordinary comfort. These are carried out the same as the draperies in color scheme. The seats are of maroon leather while the backs are of rich maroon velour. Those in the loges, however, are entirely covered in Byzantine tapestry, making them rather distinctive.

The general illuminating scheme of the interior is a multi-colored one with its strongest motif predominating in red and blue. The fixtures chosen for the house are of rare design and are probably of the most beautiful and unusual construction yet hung in any theatre. They are of the Byzantine period, and are further enriched with crystal pendants of various colors. The fixtures under the balcony are of art glass panels using the same color combinations as the main fixtures over the auditorium. The large dome at the top of the theatre contains concealed colored lights which are used with great effect. All lighting for both the house and the stage is controlled upon the stage from a pre-set, remote control switchboard with a triple color lighting system for the stage.

### *Steel and Concrete Booth*

The picture booth is constructed entirely of steel and concrete, making that important part of the house as nearly absolutely fireproof as human invention can conceive. The most modern equipment procurable has been installed to render the best and most efficient projection possible. To this end, three of the latest models of Simplex projection machines have been installed while huge spot-lights and a stereopticon also serve to do their share in devel-

oping the program and flood the stage with their vari-colored hues.

Perhaps the most important adjunct to the mechanical equipment is the one hundred twenty-five ton refrigerating plant. This machine is driven by a two hundred horse power alternating current electric motor. This refrigerating machinery includes forty-seven hundred feet of one and one quarter inch piping used to cool two hundred fifty gallons of water per minute, this pump being operated by a twenty horse power motor.

The ventilating system is said to provide twenty-five cubic feet of air per minute to each occupant of the theatre under conditions of maximum occupancy; to change the air in the retiring rooms twenty times per hour and in the smoking rooms forty times per hour, and is equipped with a temperature regulating system.

Among the several stars in the opening program arranged for the Capitol Theatre were: Friseo, the comedian and dancer, and Lulu McConnell & Company.

The theatre is owned and operated by the Rheben Theatres Corporation comprising Albert Strauss, president; Jack E. Ungerfeld, vice-president and managing director, and Sam Weinberg, treasurer and resident manager of the house.

## Wilmer & Vincent Theatres Celebrating Anniversary

The twenty-fifth anniversary of the organization of the Wilmer & Vincent Theatre Company is being specially recognized with playbills of extra merit in the fifty theatres controlled by the company in Pennsylvania, Virginia, and other states. This company operates six theatres in Harrisburg and four in Reading, Pa., and among its other important houses in Pennsylvania are theatres in Easton, Allentown, Altoona, Bethlehem and elsewhere.

Just a quarter of a century ago, Sidney Wilmer and Walter Vincent, who are still the controlling factors in the corporation, and who had previously constituted a vaudeville team, began their career as theatre managers.

## Universal - Brooklyn House Well Under Way

Universal Theatre Corporation's neighborhood theatre project in Brooklyn, N.Y., is progressing in fine shape according to information recently received. At the present time the entire foundation work is in place. John Eberson, famous Chicago architect, drew the plans.



## Bids, Plans and Permits Feature Week's New England News

**B**IDS are being received by Max Brown for remodelling an apartment building on South Broadway, South Lawrence, Mass., into a motion picture theatre to be known as the Capitol Theatre. The entire interior of the structure will be altered and a modern front built, construction to be of brick and steel. Plans were drawn by James A. Tuck of Boston.

### New FORREST HOTEL

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Pawtucket is scheduled to have still another new motion picture theatre. Plans have been drawn for William J. Dunn of Fall River, Mass., for a theatre 100 by 170 feet, two stories, brick construction, on Main Street. The estimated cost of the construction work is \$100,000. There will be stores and offices in the front of the building, the theatre occupying the rear of the structure with spacious lobby in the front center of the building.

Simon Rudnick has secured a building permit to erect his new Boston theatre and block of stores at 270-294 Washington Street to cost \$150,000 exclusive of the interior work on the theatre. The playhouse structure alone will cost \$100,000.

Contracts have been awarded by Wise & Upson, Inc., in charge of the erection of the new Colonial Theatre in Hartford for Joseph Walsh and work will be started at once. The structure will be Colonial in design, first class construction, five stories high and will be completed in about a year.

### Rothstein Building Two at Winnipeg, Canada

N. Rothstein, owner of the Arlington Theatre, Winnipeg, Manitoba, is constructing two other neighborhood theatres in Winnipeg. A 600-seat theatre is being built by him on Sargent Avenue while another house of similar size is being erected in the Norwood district.

### West Coast Jr. to Build at Montebello

Harry Sugarman, president of the West Coast Junior Circuit, is planning the construction of a new motion picture theatre to be built on Whittier Boulevard in the Laguna district of Montebello, Cal., according to a recent report.

### M. P. Theatre for Arbuckle, Cal.

John Kaintoch, furniture man and booster of Arbuckle, Cal., has started the construction of a two-story building which will house a 500-seat motion picture theatre. A good sized stage will also be provided so that other attractions may also be shown.

### Canadian Theatre Overhauled

G. Vallee, proprietor of three important theatres in Sherbrooke, Quebec, has renamed the Clement Theatre, which was recently renovated and enlarged. It is now known as His Majesty's Theatre. Mr. Vallee also operates the Premier and Casino Theatres in Sherbrooke.

### Cooling System for Ill. House

H. E. Upton, who operates the Polo Theatre, Polo, Ill., has announced that he will immediately install a complete Arctic Nu-Air cooling system in the Polo.

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# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highlanders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. E. Horton	Assoc. Exhib.	5786 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6967 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Roque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H.B. Warner-L.Rich	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant, The	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight, The	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5157 feet	May 15
Isle of Retribution, The	Lillian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	7945 feet	Jan. 23
Mike	Sally O'Neill	M-G-M	6735 feet	May 15
Millie Modiste	Corrine Griffith	First National	6230 feet	May 22
Money Talks	Windsor-Moore	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O' Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	Mar. 27
Seventh Bandit, The	Harry Carey	Pathe	6 reels	June 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M	5020 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National	9710 feet	April 17
Hands Across the Border	Fred Thompson	F. B. O.	5357 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	319 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morganson's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	775 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Ranson's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4457 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman			
Winning the Futurity	Conklin	First National	7533 feet	May 22
Wise Guy, The	Landis-C. Horton	Chadwick	5400 feet	
	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Low Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Lodge in the Wilderness	A. Stewart-E. Breese	Tiffany	7000 feet	
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovely Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Mulhall-J. Ralston	First National	6562 feet	
Trip to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Roque	Prod. Dist. Corp.	6612 feet	
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Breaking the Truth	Pete Morrison	Universal	4305 feet	June 26
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28



Feature	Star	Distributed by	Length	Reviewed
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Great Deception, The	Lyon Pringle	First National	5855 feet	Aug. 21
Hero of the Big Snows, A.	"Rin-Tin-Tin"	Warner	4745 feet	
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	5470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Alma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthelmess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M	6970 feet	Sept. 4
Bel' of Broadway, The	Betty Compson	Columbia Pictures		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Boob, The	"Lefty" Flynn	F. B. O.	5240 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.	4718 feet	
Devil's Gulch, The	Bob Custer	F. B. O.		
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Five Manners	Gloria Swanson	Paramount	6435 feet	Sept. 11
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Her Man o' War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Into Her Kingdom	Corinne Griffith	First National	6416 feet	Aug. 21
Kick-Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.	5447 feet	
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Mile a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Quicker'n Lightning	Buffalo Bill, Jr.	Artclass	4850 feet	
Satan Town	Harry Carey	Pathe	6 reels	
Sore Daredevil	Ken Maynard	First National	6402 feet	July 17
Show Off, The	Fred Sterling	Paramount	6195 feet	Sept. 11
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lytell-Percy	Tiffany		

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Across the Pacific	Monte Blue	Warner Bros.		
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	L. Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Block Signal, The	Ralph Lewis	Lumas	5795 feet	
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L.			
Devil Horse, The	Rich	Famous Attractions	5900 feet	
Diplomacy	Rex (Horse)	Pathe	5853 feet	April 24
Duchess of Buffalo, The	Sweet-Hamilton			
False Alarm, The	O. Moore	Paramount	6 reels	Sept. 25
Flames	Constance Talmadge	First National	6940 feet	Sept. 4
Flaming Frontier, The	R. Lewis-M. Carr	Columbia		
Flying Horseman, The	E. O'Brien-V. Valli	Assoc. Exhib.	5888 feet	Sept. 11
Flying Mail, The	Special Cast	Universal	8829 feet	April 17
Fools of Fashion	Buck Jones	Fox	4971 feet	Sept. 11
Forlorn River	Al Wilson	Asso. Exhib.	4500 feet	Sept. 18
Going the Limit	Day-Von Eltz-Busch	Tiffany		
Golden Web, The	Jack Holt	Paramount		
Grey Devil, The	H. Gordon-L. Rich	F. B. O.	6075 feet	Sept. 11
Heart of a Coward, The	Jack Perrin	Rayart	4274 feet	
High Hand, The	Billy Sullivan	Rayart	5031 feet	
Hold That Lion	Leo Maloney	Pathe	5679 feet	Sept. 11
It Must Be Love	Douglas MacLean	Paramount	6 reels	Sept. 18
Jack O' Hearts	Colleen Moore	First National	6848 feet	Sept. 25
Kosher Kitty Kelly	Landis-G. Hulette	American Cinema	5881 feet	
Laddie	Viola Dana	F. B. O.		
Ladies First	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Lost at Sea	Douglas MacLean	Paramount		
Mare Nostrum	Gordon-J. Novak			
Marriage Clause, The	Sherman	Tiffany	6400 feet	Aug. 21
Marriage License	Special Cast	M-G-Ingram	11000 feet	Feb. 27
Michael Strogoff	Bushman-Dove	Universal	7680 feet	July 3
Nell Gwyn	Alma Rubens	Fox	7168 feet	Sept. 11
One Minute to Play	Ivan Mosjoukine	Universal	10 reels	
Paradise	Dorothy Gish	Paramount	6741 feet	
Poker Faces	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Ridin' Rascal, The	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Silent Power, The	E. Horton-L. La Plante	Universal	7808 feet	July 31
Son of the Sheik, The	Art Acord	Universal	4510 feet	
Sparrows	Ralph Lewis	Lumas	6100 feet	
Speeding Thru	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Speeding Venus, The	Mary Pickford	United Artists	7763 feet	
Strong Man, The	Creighton Hale	Elbee Pict.	5500 feet	Sept. 11
Subway Sadie	Priscilla Dean	P. D. C.	5560 feet	July 24
Sweet Rosie O'Grady	Harry Langdon	First National	6882 feet	Sept. 18
Temporary Sheriff, The	Mackail-Mulhall	First National	6727 feet	
Temptress, The	C. Landis-S. Mason	Columbia		
	Dick Hutton	Rayart	4500 feet	
	Garbo-Moreno	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Texas Streak, The	Hoot Gibson	Universal	6259 feet	Sept. 18
Then Came the Woman	Frank Mayo	American Cinema	6303 feet	July 17
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount		
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
You Never Know Women	Florence Vidoe	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	6 reels	
Boy Friend, The	J. Harron-M. Day	M-G-M	5534 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Campus Flirt, The	Bebe Daniels	Paramount		
College Days	Marceline Day	Tiffany		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib.		
Dame Chance	Special Cast	American Cinema	6769 feet	
Desert Demon	Buffalo Bill, Jr.	Artclass	4760 feet	
Devil's Island	Pauline Frederick	Chadwick	6900 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The		Lumas		
First Night, The	B. Lytell-D. Devore	Tiffany		
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Great Gatsby, The	Baxter-Wilson	Paramount		
Great K. & A. Robbery, The	Tom Mix	Fox		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
King of the Saddle	Bill Cody	Assoc. Exhib.		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox		
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
My Official Wife		Warner Bros.		
Obeys the Law	Bert Lytell	Columbia Pictures		
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Prince of Tempters, The	Lyon-Moran	First National		
Private Izzy Murphy	George Jessel	Warner Bros.		
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Red Hot Leather	Jack Hoxie	Universal	4555 feet	
Risky Business	Vera Reynolds	P. D. C.		
Runaway Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Syncoating Sue	Corinne Griffith	First National		
Take It From Me	Reginald Denny	Universal		
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
Waning Sex, The	Norma Shearer	M-G-M		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Whispering Wires	A. Stewart-E. Burns	Fox		
Yellow Back, The	Fred Humes	Universal	4766 feet	
You'd Be Surprised	Raymond Griffith	Paramount		
Young April	Special Cast	Prod. Dist. Corp.	6858 feet	Sept. 11

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Assoc. Exhib.		
Ace of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
April Fool	Alexander Carr	Chadwick		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Going Crooked	B. Love-O. Shaw	Fox		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
His New York Wife	E. Clayton-A. Day	Famous Attractions		
Ice Flood, The	K. Harlan-V. Dana	Universal		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
King of the Pack		Lumas		
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning		Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man in the Shadow, The	M. Stedman-D. Torrence	American Cinema	5632 feet	
Men of the Dawn	Milton Sills	First National		
Midnight Lovers	Nilsson-Stone	First National		
On the Wings of the Storm	R. Howes-V. Faire	Fox		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Return of Peter Grimm	Alec B. Francis	Fox		
Rough Riders, The	Frank Hopper	Paramount		
Saddle Cyclone	Buffalo Bill, Jr.	Artclass	4900 feet	
There You Are	Nagel-Roberts	M-G-M		
Twinkletoes	Colleen Moore	First National		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		
Winning Wallop, The	Wm. Fairbanks	Lumas		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Charleston Kid, The	Mackail-Mulhall	First National		
Duke of Ladies, The	Special Cast	First National		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidoe	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Mill, The	Marion Davies	M-G-M		



Feature	Star	Distributed by	Length	Reviewed
Sin Cargo	Bebe Daniels	Tiffany		
Stranded in Paris	Johnny Hines	Paramount		
Steppin' Along	Buffalo Bill, Jr.	Artclass	5000 feet	
Streak of Luck, A	Norma Shearer	M-G-M		
Upstage	Richard Barthelmess	First National		
White Black Sheep, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island	Renee Adoree	Tiffany		
Flaming Forest, The	Adolphe Menjou	Paramount		
Flaming Timber	Corinne Griffith	First National		
Head Waiter, The	Harry Langdon	First National		
Lady in Ermine, The	Leon Errol	First National		
Long Pants	Jack Holt	Paramount		
Lunatic at Large, The	Anna O. Nilsson	First National		
Man of the Forest	Wm. Fairbanks	Lumas		
Masked Woman, The	Lon Chaney	M-G-M		
One Chance in a Million	Richard Dix	Paramount		
Ordeal, The	Richard Dix	M-G-M		
Paradise for Two	Norma Talmadge	First National		
Slide, Kelly, Slide	Windsor-Nagle-Roach	M-G-M		
Sun of Montmartre, The	W. E. Fields	Paramount		
Taxi Dancer, The				
Tin Hats				
Wild Man of Borneo, The				

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Blonde Saint, The	Kenyon-Stone	First National		
Butterflies in the Rain	Laura La Plante	Universal		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Little Journey, The	Haines-Windsor	M-G-M		
Mystery Club, The	Special Cast	Universal		
Orchids and Ermine	Colleen Moore	First National		
Quarantined Rivals	Hoot Gibson	Universal		
Ridin' Like Fury	Constance Talmadge	First National		
Silky Anne	Tiffany	Tiffany		
Squads Right	Buffalo Bill, Jr.	Artclass	4875 feet	
Steeplechase, The	R. Bushman-Meyers-Crawford	M-G-M		
Trumpin' Trouble				
Understanding Heart, The				

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides	Wm. Fairbanks	Universal		
Catch As Catch Can	Buffalo Bill, Jr.	Artclass	4800 feet	
Coming and Going	Special Cast	M-G-M		
Frisco Sal	Special Cast	Lumas		
Heroes of the Night	Tiffany	Tiffany		
Song of Steel	Marion Davies	M-G-M		
Tillie, the Toiler	Horton-Nixon	Universal		
Taxi, Taxi	Tiffany	Tiffany		
Tiger, The	Norman Kerry	Universal		
Too Many Women				

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Alice Ardell	F. B. O.	2 reels	
Ain't We Got Fun	Wiz-McKay	Artclass	2 reels	
Alice Be Good	Alice Day	Pathe	2 reels	July 31
Alice the Fire Fighter	Sid Smith	F. B. O.	2 reels	
All For a Nurse	Sava Films	Sava Films	2 reels	
All's Well That Ends Well	A. Vaughn-L. Kent	F. B. O.	2 reels	
All Wet	Snub Pollard	Artclass	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming	Red Seal	Red Seal	2 reels	Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Babes in the Sawdust	Charles Puffy	Universal	1 reel	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	1 reel	
Balloon Tired	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mud	Jimmie Adams	Educational	2 reels	Sept. 18
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Calford	George Lewis	Universal	2 reels	
Big Business	Fox	Fox	2 reels	
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Blisters Under the Skin	F. B. O.	F. B. O.	2 reels	
Bonehead Bobby	Rayart	Rayart	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Briny Boob, A	Billy Dooley	Educational	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop's Fables"	Pathe	1 reel	Sept. 11
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	

Title	Star	Distributed by	Length	Reviewed
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Dog	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump	F. B. O.	F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Meow, The	Cranfield & Clarke	2 reels	Sept. 18	
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Cut Price Glory	"Cartoon"	Educational	1 reel	
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West	"Cartoon"	F. B. O.	1 reel	
Dinner Jost, The	Pathe	Pathe	2 reels	
Dippy Tar, A	Billy Dasley	Educational	2 reels	Sept. 25
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	Mar. 20
Dizzy Dancers	Fox	Fox	2 reels	
Dizzy Days	Bobby Ray	Rayart	2 reels	
Don Key-Son of a Burro	Holmes-Davidson	Pathe	2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fatty's First Fancy	Fatty Laymon	Sava Films	2 reels	
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat	"Cartoon"	Educational	1 reel	June 5
Braves the Briny	"Cartoon"	Educational	1 reel	
Felix the Cat Bursts a Bubble	"Cartoon"	Educational	1 reel	
Felix the Cat Hunts the Hunter	"Cartoon"	Educational	1 reel	
Felix the Cat in a Tale o' Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix in Jim Gems	"Cartoon"	Educational	1 reel	Sept. 18
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in Land O' Fancy	"Cartoon"	Educational	1 reel	
Felix the Cat in School Daze	"Cartoon"	Educational	1 reel	May 27
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Uses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Ringer	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fools	Wise-McKay	Artclass	2 reels	Sept. 18
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fight Night	Billy Bevan	Pathe	2 reels	May 15
Fire	Snub Pollard	Artclass	2 reels	
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistical Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
For the Love of Pete	"Cartoon"	Bray Prod	2 reels	Sept. 11
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	July 3
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels	
Get 'Em Young	Harry Myers	Pathe	2 reels	
Getting Hitched	Bray Prod	Bray Prod	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15



Title	Star	Distributed by	Length	Reviewed
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Brush, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Grabbing Grabbers	Mickey Bennett	Cranfield & Clarke	2 reels	Sept. 18
Gun Shy	"Aesop Fables"	Pathe	1 reel	
Gypsing Gypsies		Cranfield & Clarke		
Gypying the Gyps.	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Sava Films	2 reels	
Harem Knight, A	Ben Turpin	Pathe	2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Heart's and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4
Her Ambition	Bartine Burket	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Girl Friend	Mack-Marion	Universal	2 reels	July 31
His Private Life	Lupino Lane	Educational	2 reels	June 12
His Taking Ways	Al St. John	Bischoff	2 reels	
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3
Hoboken to Hollywood	Billie Bevan	Pathe	2 reels	Sept. 11
Hold'er Sheriff	Cliff Bowes	Educational	1 reel	July 3
Hold Still	Cornwall-Duffy	Educational	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Home, Sweet Home	"Aesop Fables"	Pathe	1 reel	
Honest Injun	Johnny Arthur	Educational	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels	
Honeymooning With Ma	Charles King	Universal	2 reels	June 5
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17
Howdy Judge	Bobby Ray	Rayart	2 reels	
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humdinger, The	Johnny Arthur	Educational	2 reels	
Hur Ben	Hank Mann	Sava Films	2 reels	
Hurricane, The	Alice Ardell	F. B. O.	2 reels	
Ice Cold Cocos	Billy Bevan	Pathe	2 reels	
Inventors, The	Fatty Layman	Sava Films	2 reels	
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels	
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1
Jane's Engagement Party	Wanda Wiley	Universal	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Universal	2 reels	
Jellyfish, The	Frank Pangham	Educational	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	2 reels	July 10
Jolly Tars	Lloyd Hamilton	Educational	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel	
Keeping His Word	Charles King	Universal	2 reels	
Killed By Kindness		Fox	2 reels	
King Bozo	"Van Bibbers"	Fox	2 reels	
Kiss Me, Kate	Dunham-Gallagher	Educational	2 reels	
Kiss Papa	Lige Conley	Fox	2 reels	Sept. 4
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel	
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal	1 reel	Sept. 18
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel	
Lafayette Where Are We?	Shields Arthur	Fox	2 reels	July 31
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14
Last Lap, The	George Lewis	Universal	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels	
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22
Light Wines and Bearded Ladies		Fox		
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12
Lookout Buster!	Trimble and Dog	Universal	2 reels	
Love's Hurdle	Charles King	Universal	2 reels	May 15
Love's Last Laugh		Pathe	2 reels	
Love's Sundae, A	Alice Day	Pathe	2 reels	
Love Your Neighbor	Wise-McKay	Artclass	2 reels	
Love's Last Laugh		Pathe	2 reels	
Love's Labor Lost	Neely Edwards	Universal	1 reel	
Lying Tamer, The	Barbara Luddy	Fox	2 reels	
Madame Dynamite	Clayton-Howell-Paterson			
Madame Mystery	Bara-Finlayson	Fox	2 reels	April 17
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8
Making Good	George Lewis	Universal	2 reels	
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10
Married Widow, The	Eddie Gordon	Sava Films	2 reels	
Marry Month of May	"O. Henry"	Fox	2 reels	
Masked Mamas		Pathe	2 reels	
Masters of Arts	"O. Henry"	Fox	2 reels	
Matrimony Blues	Lige Conley	Fox	2 reels	
McDougal Alley (Series)		F. B. O.	2 reels	
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Meet the Boy Friend	Chas. Doherty	Loumay Prod		
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels	
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31
Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17
Min's Away	"The Gumps"	Universal	2 reels	
Minute to Go, A		Cranfield & Clarke	2 reels	Sept. 25
Missed Links	"Cartoon"	Educational	1 reel	Sept. 25
Mixed Brides	Wanda Wiley	Universal	2 reels	
Mixed Doubles	Charles Puffy	Universal	1 reel	
Money Screams		Fox	2 reels	
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Monkeys Prefer Blonds		Bray Prod	2 reels	

Title	Star	Distributed by	Length	Reviewed
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	Sept. 11
Mortgaged Again	Arthur Lake	Universal	1 reel	
Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Motor Trouble	Charles King	Universal	2 reels	
Move Along	Lloyd Hamilton	Educational	2 reels	
Movie Madness	Edna Marian	Universal	2 reels	June 5
Movie Struck	Dorie Eaton	Cranfield & Clarke		
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29
Mr. Wife	Neal Burns	Educational	2 reels	
Mum's the Word	Charles Chase	Pathe	2 reels	May 15
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5
My Kid	"Big Boy"	Educational	2 reels	Sept. 11
Napoleon, Jr.		Fox		
Never Again	"The Gumps"	Universal	2 reels	
Never Too Old	Claude Gillingswater	Pathe	2 reels	June 26
Newlyweds and Their Baby				
The (Series)	Snookums-Clair-Dooly	Universal	2 reels	
Newlyweds in Quarantine				
The	Snookums-Clair-Dooly	Universal	2 reels	June 19
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels	
Nobody Loves Me	Chas. Puffy	Universal	1 reel	Sept. 18
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24
Non-Skid Banana, The	Charley Bowers	F. B. O.		
Non-Stop Bride	Hoyt-Cameron	Fox	2 reels	Sept. 25
North of 67	Sid Smith	Sava Films	2 reels	
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10
Not to Be Truster	"Helen and Warren"	Fox	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films	2 reels	Sept. 18
Oh! Monkey Be Good		Bray Prod	2 reels	
Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels	Sept. 25
Olga's Boatman	Neely Edwards	Universal	1 reel	
One P. M.	Bobby Ray	Rayart		
On the Farm		Bray Prod	2 reels	
On the Jump	Al Alt	Rayart		
On Thin Ice	"Mutt & Jeff"	Short Film Syn	1 reel	Mar. 6
Open House	Johnny Arthur	Educational	2 reels	Sept. 4
Opry House Tonight	Arthur Lake	Universal	1 reel	July 31
Optimist, The	Charles Puffy	Universal	1 reel	May 22
Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
Over There	Al Joy		2 reels	
Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Papa's Mama	Arthur Lake	Universal	1 reel	
Papa's Pest	Burns-Steadman	Educational	2 reels	June 5
Pawnshop Politics	Luddy-Harris	Fox	2 reels	
Pelican's Bill	"Cartoon"	F. B. O.	1 reel	June 12
Peris of Petersboro, The	Alice Day	Pathe	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod	2 reels	
Phoney Express, The	"Aesop Fables"	Pathe	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
Pink Elephants	Al St. John	Educational	2 reels	
Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Please Excuse Me	Charles King	Universal	2 reels	
Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Plumb Goofy	Dunham-Gallagher	Educational	1 reel	
Polar Baron, The	Gladys McConnell	Fox	2 reels	May 1
Pound Foolish	George Davis	Educational	1 reel	
Prodigal Bridegroom, The	Ben Turpin	Pathe	2 reels	Sept. 25
Psyche and the Psyscraper	"O. Henry"	Fox	2 reels	
Punches and Perfume		Bray Prod	2 reels	
Puppy Lovetime	Alice Day	Pathe	2 reels	June 5
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Radio Bug, The	Dunham-Gallagher	Educational	2 reels	Sept. 25
Radio Mad	Laymon-Dorety	Tennek Film	2 reels	
Raggedy Rose	Mabel Normand	Pathe	2 reels	
Raging Tide, The	"Cartoon"	Educational	1 reel	
Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Rain and Shines	Al St. John	Bischoff	2 reels	
Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Relay, The	George Lewis	Universal	2 reels	
Reporter, The	"Van Bibbers"	Fox	2 reels	
Road House, The	"Aesop Fables"	Pathe	1 reel	
Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Sailing Along	Al Alt	Rayart		
Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Say It With Love	Edna Marian	Universal	2 reels	April 17
Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Second Hand Excuse, A	Charles King	Universal	2 reels	
Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Shady Rest	"The Gumps"	Universal	2 reels	
She Beast, The	Sid Smith	Sava Films	2 reels	
Shell Shocked	Jimmy Adams	Educational	2 reels	
She's A Prince	Alice Ardell	F. B. O.	2 reels	
She's My Cousin	Charles King	Universal	2 reels	May 15
Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Husbands Marry?	Alice Day	Pathe	2 reels	
Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	Sept. 11
Sign Them Papers	Earl McCarthy	Artclass	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn	1 reel	
Sky Bound	Al St. John	Educational	2 reels	April 17
Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Snookum's Outing	"Newlyweds"	Universal	2 reels	
Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Society Architect, A		Fox		
Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Solid Gold	Lige Conley	Educational	2 reels	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Some More Excuses	Charles King	Universal	2 reels	
So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Squirrel Food	Cliff Bowes	Educational	1 reel	
Stage Shy	Hank Mann	Sava Films	2 reels	
Steeplechaser, The	Lige Conley	Fox	2 reels	Sept. 11
Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	



Title	Star	Distributed by	Length	Reviewed
Strickly Kosher	Wise-McKay	Artclass	2 reels	
Stupid Prince, The	Bobby Ray	Rayart		
Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Teacher, Teacher	Lloyd Hamilton	Educational	2 reels	
Tell 'Em Nothing	Charley Chase	Pathe	2 reels	
Tennis Story, The	"Van Bibber"	Fox	2 reels	
Thanks for the Boat Ride		Universal		
That's My Baby	Charles Puffy	Universal	1 reel	
There She Goes	Wanda Wiley	Universal	2 reels	July 3
Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Through Thick and Thin	"Aesop Fables"	Pathe	1 reel	
Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4
Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Too Many Babies	Darling-King	Universal	2 reels	May 8
Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4
Tow Service	"The Gumps"	Universal	2 reels	
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Twelve Miles Out		F. B. O.	2 reels	
Twin Sisters	Wanda Wiley	Universal	2 reels	
Two Dollars, Please	Neely Edwards	Universal	1 reel	Sept. 11
Two Lips in Holland		Fox	2 reels	April 17
Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
Unsquirtable Pickle, The	Charley Bowers	F. B. O.		
Up and Wooping	A. Vaughn-L. Kent	F. B. O.	2 reels	
Up in the Air	"Aesop Fables"	Pathe	1 reel	
Uppercuts	Jack Duffy	Educational	2 reels	Sept. 11
Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Venus of Venice	"Aesop Fables"	Pathe	1 reel	
Village Cut Up, The	Arthur Lake	Universal	1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
Wanted a Bride	Arthur Lake	Universal	1 reel	
Watered Stock	"Aesop Fables"	Pathe	1 reel	Sept. 25
Way of a Boy		Cranfield & Clarke		
Wedding Daze		F. B. O.		
Westerner, The	Reata Hoyt	Fox	2 reels	
What A Life	Frank Davis	Educational	1 reel	June 26
What Happened to Jane (Series of 13)	Wanda Wiley	Universal	2 reels	
What'll You Have?	Charles King	Universal	2 reels	May 22
What! No Spinach?		F. B. O.		
What Price Swimming		Cranfield & Clarke		
What's Your Hurry?	Charles King	Universal	2 reels	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Which is Which?	Charles King	Universal	2 reels	Sept. 25
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who Hit Me?	Al St. John	Educational	2 reels	July 31
Who's Boss?	Davis-Bowes	Educational	1 reel	June 5
Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Who's Next?	Neely Edwards	Universal	1 reel	July 24
Why Argue?	"Aesop Fables"	Pathe	1 reel	
Why George?	Sam Saylor	Universal	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	2 reels	
Wide Open Faces	Charles Puffy	Universal	1 reel	
Wife Shy	Bobby Vernon	Educational	2 reels	Sept. 25
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	2 reels	
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wisecrackers (Series)	Short-Withers	F. B. O.		
Wise Guys Prefer Brunettes				
Wise Quacker, The	Helene Chadwick	Pathe	2 reels	
Wise Or Otherwise	Eddie Gordon	Sava Films	2 reels	
Wives and Women	Charles Puffy	Universal	1 reel	June 5
Working Winnie	Ethlyn Gibson	Artclass	2 reels	
Yankee Doodle Duke, A	Ralph Graves	Pathe	2 reels	
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3
Yokel, The	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Abraham, the Patriarch (Palestine)	Pilgrimage to Pathe	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Spotlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Annie Laurie (Song Parody)	Artclass	1 reel	
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At 3.25 (Novelty)	Red Seal	3 reels	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Spotlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Racing Drama)	Hi-Mark Prod.	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Beauty and the Beach	Cranfield & Clarke		
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Spotlight)	Cranfield & Clarke	1 reel	Sept. 11
Birds in the Treetops	Cranfield & Clarke		
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blood Will Tell	American Cinema		
Blue Boy, The	Educational	2 reels	Sept. 11

Title	Distributed by	Length	Reviewed
Broadway of Jungle Land	Cranfield & Clarke	1 reel	
Bruce Scenic Novelties, No. 1	Educational		
Bruce Scenic Novelties, No. 2	Educational		
Bruce Scenic Novelties, No. 3	Educational		
Bruce Scenic Novelties, No. 4	Educational		
Bruce Scenic Novelties, No. 5	Educational		
Bruce Scenic Novelties, No. 6	Educational		
Bruce Scenic Novelties, No. 7	Educational		
Bruce Scenic Novelties, No. 8	Educational		
Bruce Scenic Novelties, No. 9	Educational		
Bruce Scenic Novelties, No. 10	Educational		
Bruce Scenic Novelties, No. 11	Educational		
Bruce Scenic Novelties, No. 12	Educational		
Buffalo Bill (Serial)	Universal	10 episodes	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15
Can Happen to You (Scandals of America)	Artclass	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 28
Cathedral of St. Paul's	Cranfield & Clarke	1 reel	Sept. 18
Charleston Films	Cranfield & Clarke	4 half reels	May 1
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Chronicles of America (Series of 18 Three Reelers)	Pathe		
Churchyards of America, Issue A	Red Seal	1 reel	Sept. 18
Colorado (Variety)	Fox	1 reel	
Coming Back (Mustang)	Universal	2 reels	
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Dancing Around the World (Variety)	Fox	1 reel	July 17
Dangerous Game, A (Mustang)	Universal	2 reels	
Dark Horse, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Day Dreams	Cranfield & Clarke	2 reels	
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Desperate Dan (Mustang)	Universal	2 reels	May 1
Dixie Doodle (Spotlight)	Pathe	1 reel	Mar. 27
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8
Dolly Gray (Song Car-Tune)	Red Seal	1 reel	
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels	
Down to Damascus (Variety)	Fox	1 reel	July 10
Drops From Heaven (Variety)	Fox	1 reel	
Durable Souls (Spotlight)	Pathe	1 reel	
Egypt	F. B. O.	1 reel	
Emergency Man, The	Edmund Cobb	1 reel	
Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Fade Away Foster (Mustang)	Universal	2 reels	May 1
Falling Water Valley (Bruce Scenic)	Educational	1 reel	
Family Album, The (Sketch Book)	Pathe	1 reel	
Fashions in Photographs	Pathe	1 reel	Sept. 4
Fighting Marine, The (Serial)	Pathe	10 episodes	Sept. 11
Fighting With Buffalo Bill (Serial)	Universal		
Figures of Fancy (Hodge Podge)	Educational	1 reel	
Film Facts (Series)	Red Seal	1 reel	
Film Facts, Issue H	Red Seal	1 reel	
Film Facts, Issue I	Red Seal	1 reel	
Film Facts, Issue J	Red Seal	1 reel	
Film Facts, Issue K	Red Seal	1 reel	
Film Reporter, The (Series of 13)	Red Seal	1 reel	
Film Reporter, The, Issue A	Red Seal	1 reel	
Fire Barrier (Mustang)	Universal	2 reels	
Fire Fighters, The (Serial)	Universal	10 episodes	
Flaming West, The (Mustang)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Florida Pastel	Cranfield & Clarke		
Four Square Steve (Mustang)	Universal	2 reels	June 5
Frame Up, The (Mustang)	Universal	2 reels	May 22
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12
Fugitive Futurist (Novelty)	Cranfield & Clarke	1 reel	
Game Hunting in Abyssinia			
Gems of the Screen (Series)	Red Seal	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel	
Glances of Switzerland	Cranfield & Clarke		
Glory or Dollars (Spotlight)	Pathe	1 reel	June 26
God's Country	Cranfield & Clarke	2 reels	
Gold and Fleece (Bruce Scenic)	Educational	1 reel	
Golden Spurs, The (Racing Drama)	Hi-Mark Prod.	2 reels	
Great Lakes, The (Variety)	Fox	1 reel	
Green Archer, The (Serial)	Pathe	10 episodes	
Grimming Fists (Mustang)	Universal	2 reels	
Guess Who (Series)	Artclass	1 reel	
Guess Who, No. 1	Artclass	1 reel	
Guess Who, No. 2	Artclass	1 reel	
Guess Who, No. 3	Artclass	1 reel	
Guess Who, No. 4	Artclass	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Spotlight)	Pathe	1 reel	April 10
Hair Cartoons, No. 10	Red Seal	1 reel	
Hair Cartoons, No. 11	Red Seal	1 reel	
Hair Cartoons, No. 12	Red Seal	1 reel	
Hair Cartoons, No. 13	Red Seal	1 reel	
Hair Cartoons, No. 14	Red Seal	1 reel	Sept. 4
Hair Cartoons, No. 15	Red Seal	1 reel	
Hair Cartoons, No. 16	Red Seal	1 reel	
Hair Cartoons, No. 17	Red Seal	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6
Haunted Homestead, The (Mustang)	Universal	2 reels	
Heavenly Bodies			
Heavens Above (Novelty)	Service Film	1 reel	
Her First Night in a Beauty Parlor	Arthur J. Lamb	2 reels	
Hero Land (Color Novelty)	Service Film	1 reel	
Heroes of the Sea	Cranfield & Clarke	1 reel	
His Pal... Fearless (Dog)	Chesterfield	2 reels	
Hitting the Bull's-Eye	Pathe	1 reel	Sept. 25
Homeless Husbands' Land (Novelty)	Short Film	1 reel	
Honeymoon Cruises	Tennek Film	1 reel	
House Without a Key (Serial)	Pathe		
Housing Problems	Bray Prod.	2 reels	
How I Hate to Get Up (Song Parody)	Artclass	1 reel	
If a Picture Tells a Story	Cranfield & Clarke	1 reel	
India Tea	Pathe	1 reel	May 22
Inland Voyage, An (Variety)	Fox	1 reel	
In Sunny Spain (Variety)	Fox	1 reel	July 10
Inside Dope, The (Spotlight)	Pathe	1 reel	May 1
International Detective Stories (Series)	Tennek Film	2 reels	
It Can Happen to You (Scandal of America)	Artclass	1 reel	
Jack's of One Trade (Spotlight)	Pathe	1 reel	June 26
Jewels of Venus			
Jim Hood's Ghost (Mustang)	Universal	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	1 reel	
Jungle Heroine, A	Chesterfield	2 reels	
Jungle Mystery	Sava Films	2 reels	
Jungle Secrets	Sava Films		
Jungle Tragedy, A	Chesterfield	2 reels	



Title	Distributed by	Length	Reviewed
Keepmg 'Em Guessing (Series)	Red Seal	1 reel	
Keeping 'Em Guessing, No. 2	Red Seal	1 reel	
Keeping in Trim (Sportlight)	Pathe	1 reel	
King of the Beasts (Cartoon)	F. B. O.	1 reel	
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel	
Land of Rivers (Scenic)	Service Film	1 reel	
Last Man, The	Chesterfield	2 reels	
Law of the North (Mustang)	Universal	2 reels	Sept. 18
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Lest We Forget	Educational	1 reel	May 1
Let Loose (Mustang)	Universal	2 reels	
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightnin' Flashes (Drama)	Sava Films	2 reels	
Lightnin' Strikes (Drama)	Sava Films	2 reels	
Lightnin' Wins (Drama)	Sava Films	2 reels	
Lightning Hutch (Serial)	Arrow Film	1 reel	
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22
Lion's Mate, The	Chesterfield	2 reels	
Little Brown Rug, The (Bruce Novelty)	Educational	1 reel	
Little Warrior, The (Mustang)	Universal	2 reels	July 24
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Love Deputy, The (Mustang)	Universal	2 reels	
Love Fighter, Fearless (Dog)	Chesterfield	2 reels	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14
Man's Size Pet, A Tuttle Western	Universal	2 reels	
Marvels of Motion (Series)	Red Seal	1 reel	
Marvels of Motion, Issue H	Red Seal	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel	
Marvels of Motion, Issue J	Red Seal	1 reel	
Marvels of Motion, Issue K	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Modern Venus, The	Cranfield & Clarke	1 reel	
Mona Lisa	Educational	2 reels	
More Ways Than One (Sportlight)	Pathe	1 reel	
Mother O Mine	Cranfield & Clarke	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Mountain Molly O (Mustang)	Universal	2 reels	April 17
Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Mount Sinai	Pathe	1 reel	
Movie Struck	Cranfield & Clarke	2 reels	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Mystery Pilot, The (Serial)	Rayart	1 reel	
Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Nervous Moments (Sportlight)	Pathe	1 reel	May 1
Night Prowler, The (Scandal of America)	Artclass	1 reel	
Nurnberg the Toy City (Sketch Book)	Pathe	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Outlaw Love (Mustang)	Universal	2 reels	
Out of the Inkwell (Series)	Red Seal	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Pathe Review, No. 17	Pathe	1 reel	May 1
Pathe Review, No. 18	Pathe	1 reel	May 1
Pathe Review, No. 19	Pathe	1 reel	May 15
Pathe Review, No. 20	Pathe	1 reel	May 22
Pathe Review, No. 21	Pathe	1 reel	May 22
Pathe Review, No. 22	Pathe	1 reel	May 29
Pathe Review, No. 23	Pathe	1 reel	June 5
Pathe Review, No. 24	Pathe	1 reel	June 26
Pathe Review, No. 25	Pathe	1 reel	June 26
Pathe Review, No. 26	Pathe	1 reel	
Pathe Review, No. 27	Pathe	1 reel	July 3
Pathe Review, No. 28	Pathe	1 reel	July 24
Pathe Review, No. 29	Pathe	1 reel	July 17
Pathe Review, No. 30	Pathe	1 reel	
Pathe Review, No. 31	Pathe	1 reel	July 31
Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Pathe Review, No. 35	Pathe	1 reel	
Pathe Review, No. 36	Pathe	1 reel	
Pathe Review, No. 37	Pathe	1 reel	
Pathe Review, No. 38	Pathe	1 reel	
Pathe Review, No. 39	Pathe	1 reel	
Pathe Review, No. 40	Pathe	1 reel	
Pathe Review, No. 41	Pathe	1 reel	
Pathe Review, No. 42	Pathe	1 reel	
Pathe Review, No. 43	Pathe	1 reel	
Pathe Review, No. 44	Pathe	1 reel	
Pathe Review, No. 45	Pathe	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Pilgrimages to Palestine (Series)	Pathe	1 reel	
Pinnacle Rider, The (Mustang)	Universal	2 reels	
Pyerock Goes Wild (Mustang)	Universal	2 reels	
Planting Season, The (Sportlight)	Pathe	1 reel	June 5
Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Popular Song Parodies (Series)	Artclass	1 reel	
Pup's Tale, A Sketch Book	Pathe	1 reel	
Putting on Dog (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	April 17
Radio Detective, The (Serial)	Universal	10 episodes	April 17
Radio Personalities (Series)	Artclass	1 reel	
Radio Personalities, Vol. A	Artclass	1 reel	
Radio Personalities, Vol. B	Artclass	1 reel	
Radio Personalities, Vol. C	Artclass	1 reel	
Radio Personalities, Vol. D	Artclass	1 reel	
Rambling in Old Japan	Cranfield & Clarke	1 reel	
Rare Bits (A Curiosity)	Educational	1 reel	
Reelviews (Series)	Red Seal	1 reel	
Reelviews, Issue A	Red Seal	1 reel	
Reelviews, Issue B	Red Seal	1 reel	
Reelviews, Issue C	Red Seal	1 reel	
Reelviews, Issue D	Red Seal	1 reel	
Rescue, The (Mustang)	Universal	2 reels	
Restless Race, The (Sportlight)	Pathe	1 reel	
Return of the Riddle Rider, The (Serial)	Universal	10 episodes	
Revolutions per Minute (Sportlight)	Pathe	1 reel	June 5
Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Ridin' For Love (Mustang)	Universal	2 reels	
Riding For a King (Racing Drama)	Hi-Mark Prod.	2 reels	
Ringer, The (Racing Drama)	Hi-Mark Prod.	2 reels	
Rocky Mountain Gold	Fox	1 reel	
Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Rushing Waters	Cranfield & Clarke	1 reel	
Rustler's Secret, The (Mustang)	Universal	2 reels	
Saddle Tramp, The (Mustang)	Universal	2 reels	
Scandal of America (Series)	Artclass	1 reel	
Screen Star Sports (Series)	Artclass	1 reel	
Screen Star Sports, Vol. A	Artclass	1 reel	
Screen Star Sports, Vol. B	Artclass	1 reel	
Screen Star Sports, Vol. C	Artclass	1 reel	

Title	Distributed by	Length	Reviewed
Screen Star Sports, Vol. D	Artclass	1 reel	
Scotty of the Scouts (Serial)	Rayart	1 reel	
Screen Snapshots (Series)	Columbia	1 reel	
Screen Snapshots, No. 13	Columbia	1 reel	June 26
Screen Snapshots, No. 14	Columbia	1 reel	July 3
Searchlight (Series)	Red Seal	1 reel	
Searchlights, Issue A	Red Seal	1 reel	
Searchlights, Issue B	Red Seal	1 reel	
Searchlights, Issue C	Red Seal	1 reel	
Searchlights, Issue D	Red Seal	1 reel	
Seas of the World	Red Seal	1 reel	
Shadowland	Cranfield & Clarke	1 reel	Sept. 18
Shadows of the Tiger	Sava Films	2 reels	
Sheik of Araby, The (Song Parody)	Artclass	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28
Silent Flyer, The (Serial)	Universal	10 episodes	
Sin	Cranfield & Clarke	2 reels	
Sketch Book (Series)	Pathe	1 reel	
Skenographs (Series)	Cranfield & Clarke	10 episodes	
Sky Skidder, The (Serial)	Bischoff	10 episodes	June 26
Snowed In (Serial)	Pathe	1 reel	
Songs of Central Europe (Melody Series)	Pathe	1 reel	
Songs of England (Melody Series)	Pathe	1 reel	Feb. 6
Songs of France (Melody Series)	Pathe	1 reel	Aug. 21
Songs of Italy (Melody Series)	Pathe	1 reel	July 24
Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6
Songs of Spain (Melody Series)	Pathe	1 reel	June 26
Songs of the Northern States	Pathe	1 reel	
Songs of Yesterday	Cranfield & Clarke	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Spanish Holiday (Variety)	Fox	1 reel	
Spirit of Play, The (Sportlight)	Pathe	1 reel	Aug. 28
Sportsman's Dream	Cranfield & Clarke	1 reel	
Steele Preferred	American Cinema	1 reel	
Stick-up Man (Scandal of America)	Artclass	1 reel	
String of Diamonds... Fearless (Dog)	Chesterfield	2 reels	
Strings of Steel (Serial)	Universal	10 episodes	
St. Pauls	Cranfield & Clarke	1 reel	
Sweden Today (Variety)	Fox	1 reel	May 15
Sweet Adeline (Song Car-tune)	Red Seal	1 reel	
Table Manners	Bray Prod	2 reels	
Teaching Table Manners Via Films	Red Seal	1 reel	Sept. 25
Terrors of the Jungle	Sava Films	2 reels	
Tin Bronc, The (Mustang)	Universal	2 reels	June 5
Trapped (Mustang)	Universal	2 reels	
Trails of the Gods	Cranfield & Clarke	1 reel	
Trail of the North Wind	Cranfield & Clarke	2 reels	
Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1
Travels in Toyland (Variety)	Fox	1 reel	
Tulip Land	Cranfield & Clarke	1 reel	
Under Colorado Skies (Variety)	Fox	1 reel	
Under Desert Skies (Mustang)	Universal	2 reels	
Unexpected Visitor (Scandal of America)	Artclass	1 reel	
Valiant Skipper, The	Cranfield & Clarke	2 reels	
Vanishing Millions (Serial)	Sierra Pictures	15 episodes	
Velocity	Bray Prod	2 reels	
Vision, The	Educational	2 reels	May 22
Whatnots Curiosity	Educational	1 reel	
When Bonita Rode (Mustang)	Universal	2 reels	Sept. 25
When East Meets West (Mustang)	Universal	2 reels	July 31
When Oscar Went Wild (Mustang)	Universal	2 reels	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O.	2 reels	
Wild America (Variety)	Fox	1 reel	May 22
Wire Tigers, The	Chesterfield	2 reels	
Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whispering Smith Rides (Serial)	Universal	10 episodes	
White Waters	Cranfield & Clarke	2 reels	
Who Is Safe? (Scandal of America)	Artclass	1 reel	
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Wolf, The Fearless (Dog)	Chesterfield	2 reels	
Wolf's Brush	Cranfield & Clarke	2 reels	
Wonder Book Series	Short Film	1 reel	
Wonderful Water	Service Film Corp.	1 reel	May 1
Wonders of the Blue Gulf of Mexico			
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Action Galore	Buddy Roosevelt	Artclass	5000 feet	
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Herschott	Universal		
Alonzo, the Armless	Lon Chaney	M-G-M		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An		Paramount		
An Angel Passes	Adolph Menjou	Paramount		
Ankles Preferred		Fox		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Ashes	C. Griffith-T. Moore	First National		
Atlantis		First National		
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Gilbert	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl		Chadwick		
Bandit Buster, The	Wally Wales	Assoc. Exhib.		
Bandits of the Air	Al Wilson	Assoc. Exhib.		
Barbed Wire	Pola Negri	Paramount		
Bardelys the Magnificent	John Gilbert	M-G-M		
Bargain Bride, The	Mary Philbin	Universal		
Barriers of Fire	Monte Blue	Warner Bros		
Beau Geste	Special Cast	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Benky	United Artists		
Bed and Board	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The		American Cinema		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Ben Burbridge's African					Exclusive Rights		Famous Attractions		
Gorilla Hunt			8 reels	June 26	Exit Smiling	Beatrice Lillie	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16	Eyes of the Totem	Special Cast	Assoc. Exhib.		
Bertha, the Sewing Machine					Eyes of Youth	Gloria Swanson	United Artists		
Girl	Madge Bellamy	Fox			False Hopes		Gorman Pictures		
Better 'Ole, The	Syd Chaplin	Warner Bros.			Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib.		
Better Way, The		Columbia Pictures			Fast and Furious	Reginald Denny	Universal		
Beware of Widows	La Plante-T. Moore	Lumas			Fast Life in New York	Special Cast	M-G-M		
Beyond the Trail	Bill Patton	Chesterfield	5 reels		Fifth Horseman, The		Lee-Bradford		
Bigger They Are, The	George O'Hara	F. B. O.			Fighting Cheat	Wally Wales	Artclass	4500 feet	
Big Gun, The	George Lewis	Universal			Fighting Cub, The		Truart	5800 feet	
Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov 28	Fighting Foundling, The	Jack Hoxie	Universal		
Bill of Sale, The	Arthur J. Lamb	Universal			Fighting Love, A	Jetta Goudal	Prod. Dist. Corp.		
Bill Smith, M.D.	Wally Wales	Universal			Fighting Ranger, The	Bob Custer	F. B. O.		
Birds of Prey		Columbia Pictures			Finnegan's Ball		Assoc. Exhib.		
Bitter Apples	Monte Blue	Warner Bros.			Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Black Diamond Express					Flame of the Border, The	Ken Maynard	First National		
The	Monte Blue	Warner Bros.			Flaming Fury	Buddy Roosevelt	Assoc. Exhib.		
Black Ivory		Warner Bros.			Flashing Fangs	Ranger (Dog)	F. B. O.		
Black Rider, The	Richard Talmadge	Universal			Flash in the Night, A		American Cinema		
Black Tears		Gorman Pictures			Flash Kid, The	Dick Talmadge	Universal		
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.			Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Blind Trail, The	Leo Maloney	Artclass	4950 feet		Flying Fool, The	Al Wilson	Assoc. Exhib.		
Blue Eagle, The		Fox			Follow the Signs		Universal		
Border Patrol, The	Harry Carey	Pathe			For Alimony Only	Leatrice Joy	Prod. Dist. Corp.		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib.			Forbidden Trails	Bill Cody	Assoc. Exhib.		
Branded	Bob Custer	F. B. O.			Forest of Destiny, The		Gotham Prod.		
Breed of the Sea	R. Ince-M. Livingston	F. B. O.			For Ladies Only		Columbia Pictures		
Broadway Drifter, A		Gorman Pictures			For Wives Only	Marie Prevost	Prod. Dist. Corp.		
Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20	Four Feathers	Richard Barthelmess	First National		
Broncho Twister, The	Buck Jones	Fox			Four Flushers, The	Reginald Denny	Universal		
Brute, The	Monte Blue	Warner Bros.			Four Horsemen of America				
Bull Dog Luck	Wally Wales	Assoc. Exhib.			The	Special Cast	Assoc. Exhib.		
Burning Bridges	Harry Carey	Pathe			Four Stragglers, The	Special Cast	M-G-M		
Butter and Egg Man, The		First National			Fourth Commandment, The	Belle Bennett	Universal		
Callahans and the Murphys					Free Souls	Norma Shearer	M-G-M		
The		M-G-M			Fresh Air	Ray-Olmstead	M-G-M		
Call in the Night, A		Truart	5000 feet		Friends	Special Cast	Vitagraph		
Camille	Pola Negri	Paramount			Frozen Justice	Victor McLagen	Fox		
Cancelled Debt, The	Special Cast	Sterling Pict.			Fullback, The		Fox		
Canyon of Light	Tom Mix	Fox			Funny Face	Alberta Vaughn	F. B. O.		
Captain Sazarc	Ricardo Cortez	Paramount			Gaby	V. Valli-G. O'Brien	Fox		
Captain Salvation		M-G-M			Gambling Chaplain, The	Special Cast	M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart			Galloping Jinx	Buddy Roosevelt	Artclass	4860 feet	
Casey at the Bat	W. Beery-R. Hatton	Paramount			Galloping On	Wally Wales	Artclass	5000 feet	
Cat and the Canary, The		Universal			Galloping Thunder	Tom Tyler	F. B. O.		
Certain Young Man, A	Ramon Novarro	M-G-M			Garden of Allah, The	Alice Terry	M-G-M		
Chains	Bennett-Colman	United Artists			Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Charity Ball, The		M-G-M			Garden of Eden, The	Special Cast	M-G-M		
Cheating Danger	Dick Talmadge	Universal			Gay Old Bird, The	Fazenda-Louis	Warner Bros.		
Cheerful Fraud, The	Reginald Denny	Universal			General, The	Buster Keaton	United Artists		
Cheyenne Days	Hoot Gibson	Universal			George Washington	Cohen George Jessel	Paramount		
Chic Chick	Alberta Vaughn	F. B. O.			Get Off the Earth	Raymond Griffith	Paramount		
Christine of the Big Tops	Garon-Landis	Sterling Pict.			Get Set—Go	George O'Hara	F. B. O.		
Cigarette Maker's Romance					Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.		
The	Special Cast	M-G-M			Gigolo	Rod La Rocque	Prod. Dist. Corp.		
Circus, The	Charles Chaplin	United Artists			Gilt-Edged	Richard Talmadge	F. B. O.		
City, The	J. Gaynor-W. McGrail	Fox			Girl in the Rain, The	David Butler	Carlome Pict.		
City of Shadows, The		F. B. O.			Girl Who Dared, The	Evelyn Brent	F. B. O.		
Cleaner Flame, The	Louise Carter	Arrow			Girl Who Smiles, The		Columbia Pictures		
Climbers, The	Irene Rich	Warner Bros.			Glorious Gamble, The	Evelyn Brent	F. B. O.		
Closed Gates	Special Cast	Sterling Pict.			God Gave Me Twenty				
Clown, The		Columbia Pictures			Cents	Special Cast	Paramount		
College Days		Tiffany			God's Great Wilderness		American Cinema		
College Widows	Dolores Costello	Warner Bros.			Going! Going! Gone!	George O'Hara	F. B. O.		
Come On Charley	Devore-Horton	Assoc. Exhib.			Gold	C. Geraghty			
Coney Island	Special Cast	M-G-M			Goose Man, The	Special Cast	M-G-M		
Confession	Pola Negri	Paramount			Grand Army Man, The		Fox		
Confessions of a Bachelor		Assoc. Exhib.			Great Galeoto, The	Novarro-Terry	M-G-M		
Confessions of a Flapper		Assoc. Exhib.			Greatest Show on Earth	Wallace Beery	Paramount		
Confessions of a Divorcee		Assoc. Exhib.			Gulliver's Travels		Universal		
Confessions of a Widow		Assoc. Exhib.			Gun Gospel	Ken Maynard	First National		
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.			Hairpin Duchess, The	Special Cast	M-G-M		
Cossacks, The	John Gilbert	M-G-M			Hair-Trigger Barton	Bob Custer	F. B. O.		
Country Beyond, The	Olive Borden	Fox			Harem Girl, The	Special Cast	Astor Dist.		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.			Harp in Hock, A	Schildkraut-Coghan	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.			Hat of Destiny, The		First National		
Cow Punching for Cupid	Tom Tyler	F. B. O.			Haunted Lady, The		Assoc. Exhib.		
Cradle Snatchers		Fox			Haven, The	Special Cast	M-G-M		
Crashing Hoofs	Bob Custer	F. B. O.			Head of the House of Coombe				
Crashing Timbers	Harlan-Dana	Universal			The		First National		
Crazy Fool, The		M-G-M			Heart Collector, The	Alberta Vaughn	F. B. O.		
Crisis, The	Special Cast	M-G-M			Heart of a Cowboy, The	Bob Custer	F. B. O.		
Crooks Tours	George O'Hara	F. B. O.			Heart of Maryland, The	Dolores Costello	Warner Bros.		
Cruise of Jasper B, The	Rod La Rocque	Prod. Dist. Corp.			Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.		
Cruel Truth, The		Sterling Pict.			Held by the Law	M. De La Motte	Universal		
Crystal Cup, The	Dorothy Mackaill	First National			Hello Bill		F. B. O.		
Cyclone of the Range	Tom Tyler	F. B. O.			Hell's Kitchen		First National		
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.			Here Y'are, Brother	L. Stone-B. Dove	First National		
Cyrano de Bergerac	Special Cast	Atlas Dist.	9500	July 18, '25	Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Danger Line, The	Special Cast	Astor Dist.			Her Teacher Said No	Gertrude Short	F. B. O.		
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pict.			Hero on Horseback, A	Hoot Gibson	Universal		
Dangerous Virtue	Jane Novak	Lee-Bradford			High Society	Tom Mix	Fox		
Dangers of Working Girls		Lumas			High Stakes	Evelyn Brent	F. B. O.		
Daring Venus, The		First National			Hills of Kentucky	Rin-Tin-Tin	Warner Bros.		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.			His Dog	Rod La Rocque	Prod. Dist. Corp.		
Darling of the Gods, The		United Artists			His Woman	Special Cast	Whitman Bennett	7 reels	
Dead Command, The	Special Cast	M-G-M			Hil' Taxi!	George O'Hara	F. B. O.		
Dearie	L. Fazenda-W. Louis	Warner Bros.			Holy Terror, A		Fox		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan 9	Home, Sweet Home	Special Cast	Gorman Pictures		
Desert Legion, The	Fred Thomson	F. B. O.			Honesty the Best Policy	Johnny Walker	Fox		
Desert's Toil, The	Frances McDonald	M-G-M			Hoodoo Ranch	Buddy Roosevelt	Artclass	4650 feet	
Desert Valley	Buck Jones	Fox			Horses and Women		Famous Attractions		
Desert Whirlwind, The	Bob Custer	F. B. O.			Hounds of Spring		First National		
Detour		Prod. Dist. Corp.			Human Mill, The	Blanche Sweet	M-G-M		
Deuce High	Buffalo Bill, Jr.	Artclass	5000 feet		Human Nature		Gorman Pictures		
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.			Human Playthings	Betty Compson	M. P. Guild		
Devil's Master, The	G.O'Brien-J. Gaynor	Fox			Hurricane, The	Special Cast	Truart		
Devil's Partner, The		Truart	5000 feet		Hurricane Horsemen	Wally Wales	Artclass	4950 feet	
Dixie		Universal			Hurry Up Man, The	Dick Talmadge	Universal		
Do Clothes Make the					Husband Hunters		Tiffany		
Woman?	Mrs. Valentino	F. B. O.			I Can Do It	Special Cast	M-G-M		
Don Juan	John Barrymore	Warner Bros.	10 reels	Aug. 21	I'll Tell the World	Olmstead-Arthur	M-G-M		
Don't Lie to Your Wife	Haver-McDonald	Arrow			Impostor, The	Evelyn Brent	F. B. O.		
Don't Tell the Wife	Irene Rich	Warner Bros.			In His Arms	Special Cast	M-G-M		
Double Daring	Wally Wales	Artclass	4800 feet		In the First Degree		Sterling Pict.		
Double Handed Pa					Irish Eyes	George O'Hara	F. B. O.		
dit					Irish Hearts	Dolores Costello	Warner Bros.		
The	Bob Custer	F. B. O.			Isle of Forbidden Kisses				
Down Grade, The	Wm. Fairbanks	Lumas			The	Jack Trevor	Universal		
Down the Stretch	Agnew-Nixon	Universal			Isle of Life, The	Stone-Kenyon	First National		
Driven From Home		Chadwick			Is Zat So?	Special Cast	Fox		
Drivin' Mad		American Cinema			It	Clara Bow	Paramount		
Duke of Black Butte, The	Fred Humes	Universal			It Could Have Happened	Colleen Moore	First National		
Eager Lips		Chadwick			Jail Birds, Inc.		First National		
Easy Going	Buddy Roosevelt	Artclass	4900 feet		Jason	Special Cast	M-G-M		
Eden's Fruit		Famous Attractions							
Everybody's Acting	Betty Bronson	Paramount							



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Jazz Singer, The	George Jessel	Warner Bros.			Pleasure Highway	Evelyn Brent	F. B. O.		
Jerry Settles Down	Tom Tyler	F. B. O.			Plumes	Special Cast	M-G-M		
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.			Polly of the Circus	Norma Shearer	M-G-M		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Polly Preferred	Marion Davies	M-G-M		
Jocelyn's Wife	Pauline Frederick	Tiffany			Polly With a Past	Norma Shearer	M-G-M		
Justice of the Far North		Columbia	5500 feet		Poor Fish, The		Sterling Pict.		
Just Off Broadway	Corinne Griffith				Poor Girls		Columbia Pictures		
Keep Going	Earl Douglas	Sierra Pictures			Poor Nut, The		First National		
Kidnapped in New York		American Cinema			Popular Sin, The	Vidor-Nissen	Paramount		
Kid's Last Fight, The	Tom Tyler	F. B. O.			Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
King of Kings, The	Special Cast	Prod. Dist. Corp.			Price of Honor, The	Evelyn Brent	Columbia Pictures		
King of the Air	Al Wilson	Assoc. Exhib.			Princess Pro Tem		F. B. O.		
King of the Saddle	Bill Cody	Assoc. Exhib.			Prisoners		First National		
Kiss and Make Up	Laura La Plante	Universal			Prowlers of the Night	Fred Humes	Universal		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp.			Puppets	Mae Murray	M-G-M		
Ladies of Ease		Chadwick			Purple and Fine Linen	L. Stone-A. Nilsson	First National		
Lady Be Good		First National			Quality Street		M-G-M		
Lady of Leisure	Special Cast	M-G-M			Racing Blood	R. Agnew-A. Cornwall	Lumas Film		
Lady With the Lamp, The		Florence Nightingale			Raging Seas		Tiffany		
Larceny, Ltd.	Evelyn Brent	Prod.			Rat, The	M. Marsh-I. Novello	Lee-Bradford		
Last Chance, The	Bill Patton	F. B. O.			Reckless Country, The	Bowers-Cornwall	Assoc. Exhib.		
Last of Mrs. Cheney	Adolphe Menjou	Chesterfield			Reckless Courage	Buddy Roosevelt	Artclass	4950 feet	
Laurels	Mae Murray	Paramount			Red Hot Hoofs	Tom Tyler	F. B. O.		
Lawless Valley	Bill Cody	M-G-M			Red Signals		Sterling Pict.		
Les Miserables		Assoc. Exhib.	5000 feet		Red, White and Blue		M-G-M		
Let's Go		Universal			Regular Scout, A	Fred Thomson	F. B. O.		
Life of an Actress	Fred Humes	Universal			Rejuvenation of Aunt Mary				
Life of a Woman		Chadwick			The	Special Cast	Prod. Dist. Corp.		
Lightning Chaser, The	George O'Hara	Tiffany	6500 feet		Remember	Special Cast	Columbia Pictures		
Lightnin' Lariat	Tom Tyler	F. B. O.			Resurrection		United Artists		
Lighting Express, The		F. B. O.			Return of a Soldier	Special Cast	M-G-M		
Limehouse Lou	Evelyn Brent	Columbia Pictures			Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.		
Little Adventuress, The	Vera Reynolds	F. B. O.			Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.		
Little Firebrand, The	Edith Thornton	Prod. Dist. Corp.			Rider of the Plains	Tim McCoy	M-G-M		
London	Dorothy Gish	Arrow Pictures	5007 feet	Dec. 12	Riders of the Wind		First National		
Look Who's Here	Dick Talmadge	Paramount			Riding Honor	Art Accord	Universal		
Lord Hokum	E. E. Horton	Artclass			Riding Rivals	Wally Wales	Artclass	5000 feet	
Lost House, The		Assoc. Exhib.			Ridin' 'Em Ragged	Tom Tyler	F. B. O.		
Love in a Cottage	Betty Compson	Columbia Pictures			Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.		
Love Me and the World Is Mine		M. P. Guild			Rise and Fall of Jesse James		J. S. Woody		
Love Thrill, The	Philbin-Kerry	Universal			Roaring Crowd, The		F. B. O.		
Loyalties	Special Cast	Universal			Roaring Rider	Wally Wales	Artclass	4780 feet	
Luck and Sand	Leo Maloney	Fox			Rogue's Riches	Special Cast	Astor Dist.		
Lure of the West	Eileen Sedgwick	Artclass	5000 feet		Romance	Ramon Novarro	M-G-M		
Lure of the Yukon, The		Chesterfield			Romance a la Carte	Richard Dix	Paramount		
Lying Truth, The	Milton Sills	Assoc. Exhib.			Romantic Age, The		Columbia Pictures		
Madame Pompadour	Dorothy Gish	First National			Ropin' Venus, The	Josie Sedgwick	Universal		
Mad Girl of Moscow, The	Evelyn Brent	British National Pictures, Inc.			Rose-Marie		M-G-M		
Magic Garden, The		F. B. O.			Rose of the Bowery		American Cinema		
Mama Kiss Papa	L. Fazenda-W. Louis	F. B. O.			Rose of the Tenements	J. Harron-S. Mason	F. B. O.		
Man and the Woman	Special Cast	Warner Bros.			Royal Romance	G. O'Brien-McDonald			
Man Bait	Marie Prevost	M-G-M			Rubber Tires	Bessie Love	Fox		
Man of Quality, A	George Walsh	Prod. Dist. Corp.			Rust	Special Cast	Prod. Dist. Corp.		
Manon Lescaut	John Barrymore	Excellent Pictures			Salvage	E. Williams-McAlister	M-G-M		
Man Who Forgot God		Warner Bros.			Savage in Silks, A	Laura La Plante	Standard Pictures		
Man With a Thousand Faces	Special Cast	Paramount			Scarlet Letter, The	Lillian Gish	Universal		
Married Alive	Livingston-M. Moore	M-G-M			See If I Care	Alberta Vaughn	M-G-M	9000 feet	Aug. 21
Mary of Vassar	Marion Davies	F. B. O.			Self Defense	Aileen Percy	F. B. O.		
Masquerade Bandit, The	Tom Tyler	Arrow Film Corp.			Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Matinee Ladies	Special Cast	Special Cast			Separate Rooms		Fox		
McFadden's Row of Flats	Murray-Sidney	First National			September Love		First National		
Memories	Ramon Novarro	M-G-M			Seventh Heaven	Special Cast	Fox		
Men of the Night	Rawlinson-Hughes-Hawley	M-G-M			Seward's Folly	Special Cast	M-G-M		
Merry Wives of New York		Shadow Lane			Shadow Lane		M-G-M		
Message to Garcia, A	Special Cast	Stewart Rome	5700 feet	July 24	Shadow of the Mosque		Usa	5750 feet	Dec. 26
Midnight Kiss, The	J. Gaynor-R. Walling	Chadwick			Shamrock and the Rose	Ben Lyon	Chadwick		
Midnight Sun, The	Special Cast	M-G-M			Sheik of Hollywood, The		First National		
Mike Donovan of Ireland		Fox	5025 feet		Shenandoah		Famous Attractions		
Million Bid, A	Dolores Costello	Universal	10 reels	May 15	Sherman Was Right	Alberta Vaughn	F. B. O.		
Million Dollar Doll		First National			She's My Baby		Ginsberg-Kann		
Missing Link, The	Syd Chaplin	Warner Bros.			Shock Absorber, The		First National		
Miss 318	Special Cast	Assoc. Exhib.			Shopworn		Famous Attraction		
Miss Manhattan	Betty Compson	Warner Bros.			Show Business	Mae Murray	M-G-M		
Monkey Talks, The	Bellamy-Lowe-J. Trevor	M-G-M			Show World, The	B. Dove-F. Bushman	Universal		
Morals of Today		M. P. Guild			Sidewalks of New York, The		Columbia Pictures		
Mother		Fox			Silent Avenger, The		Lumas		
Mount Eagle, The	Nita Naldi	Gorman Pictures			Silent Panther, The	Francis McDonald	M-G-M		
Mountains of Manhattan		F. B. O.			Silent Rider, The	Hoot Gibson	Universal		
Music Master, The		Lee-Bradford			Silk	Goudal-Schildkraut	Prod. Dist. Corp.		
My Official Wife	I. Rich-Tearle	Lumas			Silken Lady, The	Hulette-Hamilton	Arrow		
Mysterious Island	Special Cast	Fox			Silk Hat Cowboy, The	Tom Mix	Fox		
Mysterious Rider, The		Warner Bros.			Silver Lanterns	Special Cast	Arrow		
Mystery Lady, The	Special Cast	M-G-M			Simple Sis	Louise Fazenda	Warner Bros.		
My Wife's Friend		Paramount			Sinews of Steel		Lumas		
My Wife's Honor	Dolores Del Rio	First National			Sinners of Paradise		First National		
Naughty But Nice	Colleen Moore	Assoc. Exhib.			Sky High	Al Wilson	Assoc. Exhib.		
Naughty Marietta	Marion Davies	Fox			Sky Pirl, The	Al Wilson	Assoc. Exhib.		
Nervous Wreck, The	Special Cast	Special Cast			Skyscrapers	Special Cast	Prod. Dist. Corp.		
New York	Lya de Putti	First National			Sky's the Limit, The	Richard Talmadge	Universal		
Next Generation, The	Special Cast	M-G-M			Slide, Kelly, Slide	William Haines	M-G-M		
Next Year's Model	Alberta Vaughn	Prod. Dist. Corp.			Smith of Cornell	George Walsh	Chadwick		
Night Bride, The	Marie Prevost	Paramount			Snowbound		Tiffany		
Night School, The		F. B. O.			Sorrows of Satan	Adolphe Menjou	Paramount		
Night Siren, The	Evelyn Brent	F. B. O.			Spangles	P. O'Malley-M. Nixon	Universal		
Night Watch, The	Special Cast	M-G-M			Span of Life, The	Lon Chaney	M-G-M		
Noah's Ark		Prod. Dist. Corp.			Speed Boy, The	Dick Talmadge	Universal		
Nobody's Widow	Leatrice Joy	Truart	5000 feet		Speedy Eddy	Devore-Horton	Assoc. Exhib.		
No Control	P. Haver-H. Ford	Warner Bros.			Speedy Spurs	Buffalo Bill, Jr.	Artclass	5000 feet	
Nocturne	Special Cast	Prod. Dist. Corp.			Splitting the Breeze	Tom Tyler	F. B. O.		
North of Nome	Special Cast	M-G-M			Sport of Kings, The		First National		
No Speed Limit	Al Wilson	Prod. Dist. Corp.			Squared Ring, The		Tiffany		
Not Herbert	Ben Lyon	M-G-M	5491 feet		Stark Love	Special Cast	Paramount		
Oh! What a Night		Assoc. Exhib.			Stepping Along	Johnny Hines	First National		
Old Heidelberg	Ramon Novarro	First National			Stolen Pleasures		Columbia Pictures		
Old Ironsides	Special Cast	Sterling Pict.			Story of Mother Machree	Belle Bennett	Fox		
One Hour of Love	Jacqueline Logan	M-G-M			Strange Bedfellows		M-G-M		
One Increasing Purpose	Lowe-Rubens	Paramount			Stronger Than Steel		American Cinema		
Open Book	Special Cast	Tiffany			Studies in Wives		Famous Attractions		
Ou, La! La!	Alberta Vaughn	Fox			Such a Little Pip	Alberta Vaughn	F. B. O.		
Outlaw Broncho, The	Buddy Roosevelt	M-G-M			Summer Bachelors	M. Moore-Bellamy	Fox		
Out of the Ruins		F. B. O.			Sunrise	Gaynor-G. O'Brien-Livingston			
Out of the West	Tom Tyler	Assoc. Exhib.			Sunshine of Paradise Alley		Fox		
Pals in Paradise	Bowers-De La Motte	First National			Surf Man, The		Chadwick		
Paradise for Two	Richard Dix	F. B. O.			Tale of a Vanishing People		M-G-M		
Pass in Paradise		Prod. Dist. Corp.			Tangled Herds	Buddy Roosevelt	Tiffany	6500 feet	
Paying the Price		Paramount			Tardy Tolliver	Hale-King	Artclass	5000 feet	
Peacocks of Paris	B. Lyon-D. Mackaill	Prod. Dist. Corp.			Tarzan and the Golden Lion		Assoc. Exhib.		
Personality	Gloria Swanson	Columbia Pictures			Tearin' Loose	Wally Wales	F. B. O.		
Phantom Flyer, The	Al Wilson	First National			Tell It to the Marines	Chaney-Haines	Artclass	5000 feet	
Phantom Ranger, The	Bill Cody	United Artists			Tempest, The		M-G-M		
Pleasure Before Business		Assoc. Exhib.			Temptations of a Salesgirl	Betty Compson	Tiffany		
Pleasure Garden, The	V. Valli-C. Geraghty	Assoc. Exhib.			That Old Gang of Mine	Maclyn Arbuckle	M. P. Guild		
		Columbia Pictures			Their Second Honeymoon	Special Cast	Dependable Films	4900 feet	Jan. 9
		Lee-Bradford			They're Off	Viola Dana	M-G-M		
							F. B. O.		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Third Degree, The.	Dolores Costello.	Warner Bros.			What Every Girl Should Know.	Patsy Ruth Miller.	Warner Bros.		
Thirty Below Zero.	Buck Jones.	Fox.			What Happened to Father.	Sydney Gordon.	Warner Bros.		
Three Twins, The.		M-G-M.			What Price Glory?	Special Cast.	Fox.		
Three Wax Men, The.	Emil Jannings.	E. M. Fadman, Inc.			What Will People Say?		M-G-M.		
Thrill Chaser, The.	Alberta Vaughn.	F. B. O.			Wheel of Life, The.	Florence Vidor.	Paramount.		
Thumbs Down.	Special Cast.	Sterling Pict.			When Danger Calls.	Wm. Fairbanks.	Lumas.		
Thundering Speed.	Eileen Sedgwick.	Chesterfield.	5 reels.		When We Were Twenty-One.	Special Cast.	M-G-M.		
Thundering Through.	Buddy Roosevelt.	Artclass.	4725 feet.		White London Sleeps.	Rin-Tin-Tin.	Warner Bros.		
Tip Toes.	D. Gish-W. Rogers.	Paramount.			White Chief, The.	Monte Blue.	Warner Bros.		
Toilers of the Sea.	Special Cast.	M-G-M.			White Eagle, The.	Buck Jones.	Fox.		
Tongo.	Special Cast.	M-G-M.			White Flannels.	Special Cast.	Warner Bros.		
Tongues of Scandal.		Sterling Pict.			White Gold.	Jetta Goudal.	Prod. Dist. Corp.		
Top of the World, The.		Tiffany.			White Heat.	Special Cast.	M-G-M.		
Tornado Jones.	Wally Wales.	Assoc. Exhib.			White Slave, The.	Dix Dempster.	Paramount.		
Tornado Terry.	George O'Hara.	F. B. O.			Whose Baby.	Alberta Vaughn.	F. B. O.		
Tracked by the Police.	Rin-Tin-Tin.	Warner Bros.			Wife, The.	Special Cast.	M-G-M.		
Trailing Shadows.	Edmond Lowe.	Fox Film.			Wildcat Kid, The.	Buffalo Bill, Jr.	Assoc. Exhib.		
Trail of '98.	K. Dane-P. Starke.	M-G-M.			Wild Geese.		Tiffany.		
Trapped.	Elinor Fair.	Sierra Pictures.	5000 feet.		Wind, The.	Lillian Gish.	M-G-M.		
True Blood.	Fred Humes.	Universal.			Wings.	C. Bow-C. Farrell.	Paramount.	12 reels.	
Turkish Delight.		Prod. Dist. Corp.			Wings of the Storm.	R. Howes-V. Faire.	Fox.		
Twelve Miles Out.	John Gilbert.	M-G-M.			Win, Lose or Draw.	Leo Maloney.	Artclass.	5100 feet.	
Twin Triggers.	Buddy Roosevelt.	Artclass.	5000 feet.		Winner, The.	Charles Ray.	Chadwick.		
Two-Gun McC.	Bob Custer.	F. B. O.			Winning Oar, The.	George Walsh.			
Two-Gun Terror, The.	Buddy Roosevelt.	Assoc. Exhib.			Without Orders.	Leo Maloney.	Artclass.	5100 feet.	
Uncle Tom's Cabin.	Special Cast.	Universal.			With Their Eyes Open.	Adolphe Menjou.	Paramount.		
Unknown Treasures.	Agnew-Hulette.	Sterling Pict.			Wives at Auction.	Special Cast.	Astor Dist.		
Up and at 'Em.	Dick Talmadge.	Universal.			Wolves of the Air.		Ginsberg-Kann.		
Upstream.	Dolores Del Rio.	Fox.			Womanpower.	K. Perry-R. Graves.	Fox.		
Vagabond Lover, The.	John Barrymore.	United Artists.			Woman's Battalion of Death.				
Vagabond Prince, The.	Colman-Banky.	United Artists.			The.	Gloria Swanson.	United Artists.		
Valencia.	Mae Murray.	M-G-M.			Woman's Heart, A.	E. Bennett-Whitman-Earle.	Ginsberg-Kann.		
Valley of Hell, The.	Francis McDonald.	M-G-M.			Woman Who Did Not Care.		Gotham.		
Vanishing Breed, The.	Sandow (Dog).	Assoc. Exhib.			Women and Wives.		M-G-M.		
Vanishing Hoofs.	Wally Wales.	Artclass.	4900 feet.		Women Love Diamonds.		M-G-M.		
Vanity.	Leatrice Joy.	Prod. Dist. Corp.			World's Illusion, The.		M-G-M.		
Vengeance of Durand, The.	Irene Rich.	Warner Bros.			Worst Woman, The.		Famous Attractions.		
Virgin Flame, The.		M-G-M.			Wreck, The.		Columbia Pictures.		
Voice of His Mate, The.	Sandow (Dog).	Assoc. Exhib.			Wyoming Whiz, The.	Tom Tyler.	F. B. O.		
Walloping Wildcat, The.	Wally Wales.	Assoc. Exhib.			Wrong Mr. Wright, The.	Jean Hersholt.	Universal.		
Wandering Girls.		Columbia Pictures.			Yankee Clipper, The.	W. Boyd-E. Fair.	Prod. Dist. Corp.		
Wanted—A Coward.	Special Cast.	Sterling Pict.			Yoke, The.	Special Cast.	Warner Bros.		
War of the Worlds.		Paramount.			Young April.	Special Cast.	Prod. Dist. Corp.		
Way of an Eagle, The.	Special Cast.	M-G-M.			Your Brother and Mine.		American Cinema.		
Way Things Happen.	Madge Bellamy.	Fox.			You Too.	Special Cast.	M-G-M.		
Wedding March, The.	von Stroheim.	Paramount.							
Wedlock.	Lowe-Perry-Livingston.	Fox.							
West of Broadway.	Priscilla Dean.	Prod. Dist. Corp.							

## Newspaper Opinions on New Pictures

### "Sparrows"—United Artists, Strand, New York

*New York Herald Tribune:* At the Strand the consensus was that "Sparrows" was the greatest picture of the season. We are judging by the applause, the laughter and the words of praise which we heard on every side. . . . We may as well advise every one to see "Sparrows" because every one is going to see it anyway.

*New York Daily News:* Our Mary in "Sparrows" again stirs the heartstrings. No official census has been made of the number of tiny lumps that rose in throats among the Mark Strand audience yesterday, but there must have been a number of lumpy larynxes. Our Mary scores again in the sort of role which it seems she will be always able to play regardless of the passage of time. A picture that nearly everybody will want to see.

*New York American:* Like Douglas Fairbanks in "The Black Pirate," Mary Pickford has turned to childhood dreams for her latest and perhaps finest picture. Beautiful photography. Mary Pickford is fast becoming the Peter Pan of stars, and is her own lovable, little girl self. Beautifully done.

*New York World:* Very beautifully photographed, sensibly put together melodrama—a melodrama old-fashioned, sweet, Pollyannish, reminiscent and splendidly pointed with that quality known as menace, a quality well known for its efficiency in holding the movie audiences' mouths open. I imagine it will find favor in most of the localities where it is shown.

*New York Times:* The story touches real drama and calls to mind Kiplings poem, "The female of the species is more deadly than the male." Miss Pickford's performance is as flawless as ever.

*New York Daily Mirror:* "Sparrows" pricks and whips its audience into nervous excitement.

*New York Telegram:* One of the most captivating of this perennially young star's pictures. It is called "Sparrows" and it is carried out in accordance with the best Pickford traditions. We have Mary Pickford back again in her favorite and most favored role. "Sparrows" is perhaps the most mature and adult piece of entertainment that Miss Pickford has ever offered her numerous admirers. Miss Pickford is revealed in a particularly happy vein, amusing and pathetic by turns, unfaltering in character and wholly appealing. We are inclined to consider "our Mary's" work in this picture as the best characterization she has given to the screen.

*New York Telegraph:* Mary Pickford has never more clearly demonstrated that she stands alone as the delineator of ragamuffin roles than in her latest picture, "Sparrows." This little star is an artiste and her latest effort should win for her many new friends. You will see a remarkable performance and a picture filled with suspense, action, thrills and enough comedy to break the tenseness of the dramatic situations. "Sparrows" is a cracking good picture. There is everything in it that the average movie audience will like. "Sparrows" should build a fine nest for "America's Sweetheart" in more ways than one.

*New York Sun:* Mary Pickford is as excellent as usual. It is worth seeing.

*New York Evening Post:* One of Miss Pickford's most energetic offerings to date. "Sparrows" finds a place very near the top in the list of Pickford productions, for it is beautifully done against a background little exploited so far, though unusually effective on the screen. It is a story of children of whom Miss Pickford is one, beautifully told with sympathy and a sense of humor. "Sparrows" is recommended as one of Miss Pickford's better films.

*New York Times Mid-Week Pictorial:* Mary Pickford wins new laurels in "Sparrows." One of the most effective pictures in which even Mary Pickford has been seen. We congratulate everybody concerned in "Sparrows."

*New York Evening World:* "Our Mary" plays a typical Pickford role and plays it as youthfully and as effectively as she played similar roles five or ten years ago.

*New York Evening Journal:* Movie audiences will take something away with them from the picture besides the ticket stubs. It is poignantly tense. It leaves an impression.

### Overwhelming Enthusiasm Grooms West Coast Premiere of "Don Juan"

The reception accorded the western premiere of "Don Juan," John Barrymore's latest starring vehicle for Warner Bros. at Grauman's Egyptian Theatre, in Hollywood, on August 20th, was easily the most brilliant ever accorded any personality of the screen, and un-

doubtedly also the most enthusiastic for any one screen production.

The audience surpassed any other that has assembled in Grauman's Egyptian, long regarded as practically supreme in first-night presentations.

The crowd that congregated outside the theatre and for almost two blocks either way from the entrance along the boulevard was the largest that has ever gathered at any Hollywood premiere. Completely sold out long in advance of the opening, at \$5.50 a seat, tickets were at a premium the last two days, and it was estimated that over three thousand more seats could have been sold, if available.

Frank Murphy, Chief Electrical Engineer of the Warner Bros. Studio, arranged a brilliant electrical display in the forecourt of the theatre. On the roof of the house a gorgeous electrical effect was produced through the medium of steam in spray formations, pierced by the rays of colored lights rising high in the sky and assuming the shape of a rainbow. From the surrounding hills of Hollywood flares, bombs and an elaborate display of fireworks cast a holiday aspect over the proceedings.

Charles Wellman, in charge of the Warner Bros. broadcasting station, broadcast by remote control the entrance of the celebrities and occurrences in the forecourt prior to the performance, concluding with the presentation in the theatre.

Sid Grauman, who has won an enviable reputation in motion picture circles as the creator of dazzling prologues, outdid himself.



# The Maximum Emotional Effect

THE GENERAL USE of Panchromatic Negative in motion picture production means much in the way of improvement in the art.

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Improved construction makes the new type Edison MAZDA Lamp for motion picture projection stronger and better. The filament is now clamped to lead-in wires instead of being welded. Stronger support prevents sagging or twisting of the filament and the consequent short-circuiting of the two center coils. These features overcome most of the burn-out difficulties experienced in previous types of construction.

The new type Edison MAZDA Lamp has a much longer average life and gives a higher intensity of light during the period of its life. Your Supply Dealer can supply you with the improved lamps.

For the average theatre having a throw not exceeding 120 feet, Incandescent Lamp Projection is a money saver and a money maker. The Incandescent Lamp operates on half the current required for an arc and it gives clear, steady light that makes pictures appear at their best. There is no flicker, glare or shadows to tire the eyes of the audience and the tonal quality of the light gives pictures greater depth.

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Take advantage of the two-way profit this method of projection offers you. Remember, while you save half your current costs, you also raise the standard of your theatre through a better presentation of pictures, and that brings greater patronage.

Get full particulars from your Supply Dealer or write for descriptive literature to Edison Lamp Works of General Electric Company, Harrison, N. J.

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October 9, 1926

# Motion Picture News

Reg. U. S. Patent Office

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**AT** the world's  
**LARGEST** theatre this week  
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**RETURN** engagement  
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**DESTINED** to be at the top  
**OF** all money-makers this year!



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# "SWEET ROSIE O'GRADY"

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GOOD FOR A WEEK'S RUN IN ANY THEATRE

*"Hard-Boiled" Pete Harrison Touts It  
As A Winner!*

**"Sweet Rosie O'Grady"—with  
Shirley Mason**

*(Columbia Pictures-Regional, Oct. 1; 6 reels)*

A sweet story of Irish and Hebrews, in which there is considerable comedy and much pathos. Most of the pathos comes from the kind-heartedness of a Hebrew, who rears a Christian baby girl, found at his door; her mother had left her there because she was unable to support her; she had felt sure that the Hebrew, who everybody knew was kind-hearted, would give her child a good home. The good-heartedness of the Irish policeman, too, awakens much sympathy; he had taken equal interest in the child's welfare. The love affair between the heroine and the hero, with whom the heroine had become acquainted when she and her gang of little children had saved him from being harmed by two hold-up men, is charming. The comedy is caused by the acting of the heroine and of E. Alyn Warren, who takes the part of the kind-hearted Hebrew money-lender. There is, of course, considerable comedy also in the subtitles. Cullen Landis, as the hero, is good. So is William Conklin, as the Irish policeman. The plot has been suggested by Maude Nugent's popular old song of the same name; it has been directed well by Frank R. Strayer, from a scenario by Harry O'Hoyt; it has been supervised by Harry Cohen:—

A baby girl is found in front of his pawn shop by Uncle Ben, a Hebrew money lender, while an Irish policeman was paying him a friendly visit. The two decide to rear her as a Christian, because a cross was found among her clothes indicating that she was a Christian; but Uncle Ben had kept the child. The child (heroine) grows into womanhood; she is so deeply attached to her foster father, the Hebrew, that when the Irish ex-policeman, who had become so wealthy that he had bought a home on Fifth Avenue, invites her to live in his palatial home, she refuses to leave Uncle Ben. She meets the hero and falls in love with him, and he with her. Due to a misunderstanding hero and heroine have a quarrel. Uncle Ben then finds it necessary to send her to the other foster father so that she might forget. But soon a reconciliation takes place between her and the hero; they marry.

It should be suitable for most week-run houses, for all short-run ones, for vaudeville theatres, and in small towns for any day of the week, particularly for Sunday.

*Featuring*

**S H I R L E Y  
M A S O N  
CULLEN LANDIS  
E. ALYN WARREN  
LESTER BERNARD**

*Directed by*

**FRANK R.  
STRAYER**

*— Story by*

**Harry Hoyt**

*Supervised by*

**Harry Cohn**

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**COLUMBIA**



**PICTURES**



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JAMES HALL ~ EL BRENDEN ~  
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ORIGINAL AND SCREEN PLAY BY  
LOUISE LONG AND LLOYD CORRIGAN  
PRESENTED BY  
ADOLPH ZUKOR ~ ~ ~ JESSE L. LASKY



No Other Product is 1-2-3 With These  
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*The New York American Says :*

**“TIN GODS”**  
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**MEIGHAN’S**  
best picture, topping even  
“The Miracle Man.”

*The Box-Office Roars:*

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Adolph Zukor and Jesse L. Lasky present THOMAS MEIGHAN in “Tin Gods,” with Renee Adoree and Aileen Pringle ~ An ALLAN DWAN Production From the play by William Anthony McGuire ~ Adaptation by Paul Dickey and Howard Emmett Rogers ~ Screen play by James Shelley Hamilton

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THE BROOKLYN DAILY EAGLE, NEW YORK,

SUNDAY, SEPTEMBER 12, 1926

**A**LMOST all of the great directors have contracted to make Paramount pictures. Aside from the Famous-Player regulars—James Cruze, Malcolm St. Clair, D. W. Griffith, Herbert Brenon, Frank Tuttle and Edward Sutherland—the following have recently signed under this company's banner: Ernst Lubitsch, Eric von Stroheim, Frank Lloyd, Eric Pommer, Marshall Neffan, William Beaudine and Monta Bell. This is certainly the Quality Group of directors. The stars whose steps they will guide include Harold Lloyd, Thomas Meighan, Douglas MacLean, Pola Negri, Adolphe Menjou, Wallace Beery, Bebe Daniels, Richard Dix, Florence Vidor and Gilda Gray.

Of pictures on the Famous-Player schedule those most favored in the advance notices are "Old Ironsides," "The Wedding March," "The Sorrows of Satan," "Hotel Imperial," "The War of the Worlds," "Wings" and "Beau Geste," the last of which has already made an auspicious appearance in New York.

. . . . .

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FELIX THE CAT, Cartoon—These cartoon comedies entertain and please all. Educational prints are in exceptionally good condition. (Palace, Beckley, W. Va.) As a change from the regular comedies, these cartoons are good. I notice that our audiences don't go to sleep while they are being projected, either. (Y, Nazareth, Pa.) Always good. Will make the old and young happy. (Empress, Deshler; Neb., Majestic, Hebron, Neb.) These short cartoons seem to please most of my patrons.

(Reel Joy, King City, Cal.) Going good, especially with the kids, and you've certainly got to please the children these days. (Strand, Floral, Ala.) They seem to please the kids and we notice when we advertise a Felix we have enough extra kids to pay for the Felix. (Rex, Colby, Wis.) All of these cartoons of Felix are good. (Leeds, Leeds, Iowa.) Good. (Majestic, Phillipsburg, Kan.) These are dandy on any program. Made excellent short subjects. (Woodward Hall, Hill, N. H.) I believe that Felix gets more laughs than the average two-reel comedy. All the kids

GEE! LOOK  
WHAT  
THEY'RE  
SAYING  
ABOUT  
ME!



# Felix the Cat

come to see him. (Plainview, Plainview, Tex.)

They are always good and are enjoyed by both old and young. Among the best single reel material that can be bought. (Cabot, Marshfield, Danville and Plainfield, Vt.) Felix always good.

This one no exception. (Star, Menard, Texas.)

These are good; the old folks enjoy them almost as much as the children. (Mystic, Stafford, Kan.)

Felix always pleases, especially the kids, and most all the big kids, too. (Bijou, Conway, N. H.) Very good short reel. (Opera House, Fennimore, Wis.) Audience got a good laugh

out of this one. (Auditorium, Barrington, Ill.)

Perhaps the best drawing one-reel subjects on the market. We have found these cartoons to

be just the thing to shorten our programs for summer. (Strand, North Loup, Neb.) Adults enjoy this the same as the children. (Benn,

Philadelphia, Pa.) Felix and — are right at the top in public opinion of short subjects. Always good. (Paralta, Oakwood, Tex.) They always please grown-ups and kids. (Selk, Scotia, Neb.) Felix better liked here than —. (Gulf, Goose Creek, Tex.) Very good. (Photoplay, Ashland, Kans.)

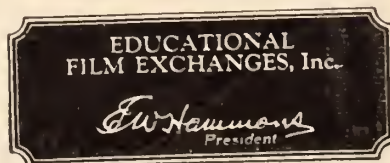
From the  
Box-Office  
Record  
(Exh. Herald)

By  
PAT SULLIVAN



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WARD CRANE  
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*Directed by LOUIS J. GASNIER*  
*Adapted for the Screen by Frederica Sagor*



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presents*

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*Suggested by the LOUIS JOSEPH VANCE story:  
"MAINSRING"*

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EVERYWHERE



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William R. Walling

*Directed by*  
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# Stop

The Pictures  
You Book Now  
Determine  
Your Profits  
for 1926-27!

IRENE RICH



MONTE BLUE



CONWAY TEAR



PATSY RUTH  
MILLER



## 26 "INDIVIDUALLY SPECIALIZED" WARNER WINNERS

THE BRUTE  
MY OFFICIAL WIFE  
THE COLLEGE WIDOW  
HILLS OF KENTUCKY  
MILLIONAIRES  
WHAT HAPPENED TO FATHER  
IRISH HEARTS  
THE CLIMBERS  
WOLF'S CLOTHING  
BITTER APPLES  
DEARIE  
WHAT EVERY GIRL SHOULD  
KNOW  
ACROSS THE PACIFIC

DON'T TELL THE WIFE  
WHILE LONDON SLEEPS  
MATINEE LADIES  
THE GAY O'D BIRD  
THE HEART OF MARYLAND  
WHITE FLANNELS  
THE BLACK DIAMOND  
EXPRESS  
A MYSTERY DRAMA  
THE THIRD DEGREE  
PRIVATE IZZY MURPHY  
TRACKED BY THE POLICE  
A MILLION BID  
SIMPLE SIS

# 26 W



# and Think!

## STOP!

You guarantee your profits for 1926-27  
When you sign the contract for  
26 WARNER WINNERS!

## THINK!

What You get in 26 Warner Winners!  
Dolores Costello, the box-office sensation!  
Monte Blue, action spectacles, bigger than ever!  
George Jessel, in pictures at last,  
The greatest comedy stage favorite in years!  
Rin-Tin-Tin, enough said,  
And all the others!  
The finest screen stories money can buy,  
And "INDIVIDUAL SPECIALIZATION"  
That you get only in Warner Bros. Pictures.  
No wonder profits are certain,  
It's the line-up that leads the field!

P. S.—Warner Bros. promised these pictures  
would be GREAT—but that isn't strong  
enough—the opening guns are in and they  
are TREMENDOUS!

*Now You Know Why —*

IT'S AN EXHIBITOR YEAR

*With*

DOLORES COSTELLO



RIN TIN TIN

HELENE COSTELLO



GEORGE JESSEL



LOUISE FAZENDA

# ARNER WINNERS



JOHN  
GILBERT

LILLIAN  
GISH

MARION  
DAVIES

GOOD AS A

RAMON  
NOVARRO

MAE  
MURRAY

NORMA  
SHEARER

LON  
CHANEY

BUSTER  
KEATON





# PROTECT YOUR INVESTMENT!

BANK ACCOUNT



*thousands of exhibitors have  
taken out box-office insurance with*

*Metro-Goldwyn-Mayer*

**WHAT** good is your  
**THEATRE** investment  
**IF** you have to worry  
**WEEK** after week  
**ABOUT** product to fill it!  
**WHEN** you sign for  
**METRO-Goldwyn-Mayer**  
**YOU** eliminate worry!  
**PROTECT** your property  
**WITH** a contract  
**THAT'S** just as good as a  
**BOX-office** Insurance Policy.  
**THOUSANDS** of exhibitors  
**NOW** know the security  
**OF** good product  
**REGULARLY** every week  
**FROM** M-G-M . . .  
**WITH** Today's Stars!  
**M-G-M** has the names, and  
**SHOWMEN** directors with  
**UP** to the-minute ideas . . .  
**PRODUCERS** who know that  
**YOUNG** Blood wins!  
**IN** the greatest Studio of all . . .  
**AS** dependable as a  
**ROCK** of Gibraltar  
**M-G-M** protects you!

## REMEMBER 1924 - 1925

HE WHO GETS SLAPPED  
THE NAVIGATOR ★ HIS  
HOUR ★ EXCUSE ME  
THE RED LILY ★ SINNERS  
IN SILK ★ CHEAPER TO  
MARRY ★ LADY OF THE  
NIGHT ★ THE GREAT  
DIVIDE ★ SO THIS IS  
MARRIAGE ★ THE SILENT  
ACCUSER ★ THE SNOB  
WINE OF YOUTH and others

## REMEMBER 1925 - 1926

THE UNHOLY THREE ★  
★ THE MERRY WIDOW  
NEVER THE TWAIN ★ THE  
MIDSHIPMAN ★ BROWN  
OF HARVARD ★ IBANEZ  
TORRENT ★ PRETTY  
LADIES ★ A SLAVE OF  
FASHION ★ MIKE ★ THE  
BARRIER ★ THE BLACK-  
BIRD ★ OLD CLOTHES  
BEVERLY OF GRAUSTARK  
SALLY, IRENE AND MARY  
HIS SECRETARY ★ THE  
ROAD TO MANDALAY ★

*and you'll remember '26-'27*

# THE TOP OF THE INDUSTRY



# OFF GOES THE

Terrific Laugh Upheaval  
Colony Theatre, New York!  
Roaring throngs lift the  
roof . . . Pack House all  
Performances!  
Another Winner from the  
House of Hits!

From The Stage Play, by Leon de Costa  
Directed by James Horne



VERA GORDON  
NAT CARR  
VIOLA DANA

JOSEPH P. KENNEDY  
presents

# KOSHER KITT

Distributed by

**GREATER**

**FBO**

FILM BOOKING OFFICES  
OF AMERICA, INC.

Good box-office bet. You can't go wrong on "Kosher Kitty Kelly." — *Film Daily*.

Very effective. A picture the fans laugh their heads off at. Has popular appeal in abundance.—*Variety*.

The best example of "Abie's Irish Rose" motif, that we have yet seen on the screen.—*Katharine Zimmerman, N. Y. Telegram*.



# ROOF !

# Y KELLY



he Colony was crowded and the spec-  
tors were delighted. It is extremely  
ell done and is filled with stars. The  
tles are very amusing.—*Harriette Under-*  
ll, N. Y. Tribune.

is much the best of the lot so far. I  
ked it.—*Eileen Creelman, N.Y. American.*





# The Great

Richard TALMADGE

## Richard Talmadge

"The Star Exhibitors Made"

In his first BIG picture, "The Fighting Don"—directed by Irvin Willat, the man who made "North of 36"

*Forthcoming Pictures are:*

The Speed Boy  
Cheating Danger  
The Hurry-up Man  
Up and at 'Em  
The Flash Kid

Released by  
**UNIVERSAL**

# The FIGHTING DON





# test

*picture  
of his  
thrilling  
career!*

CARL LAEMMLE  
*in association with*  
A. Carlos  
*presents*

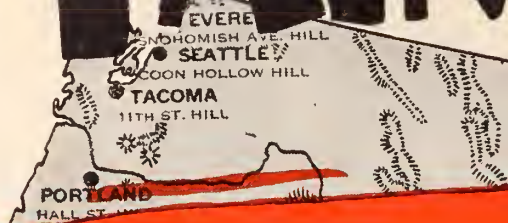
TALMADGE *in*  
WING



A Richard  
Talmadge  
Production



# 'RED' PAINTS TH

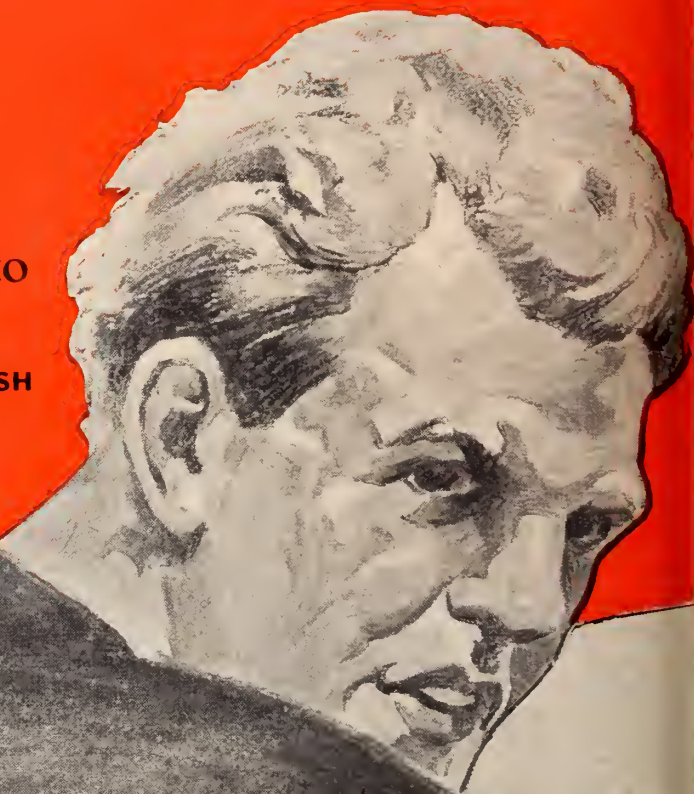


The whole dizzy nation goes Red!  
From coast to coast thunders the  
battle slogan:

**OSKEY! WOW! WOW!**  
**WISKEE! WEE! WEE!**

As vast stadiums open gates to  
football throngs!

**WITH RED THE MIGHTIEST BOX-OFFICE SMASH**  
**IN THE HISTORY OF WORLD AMUSEMENTS!**



# RED GRA

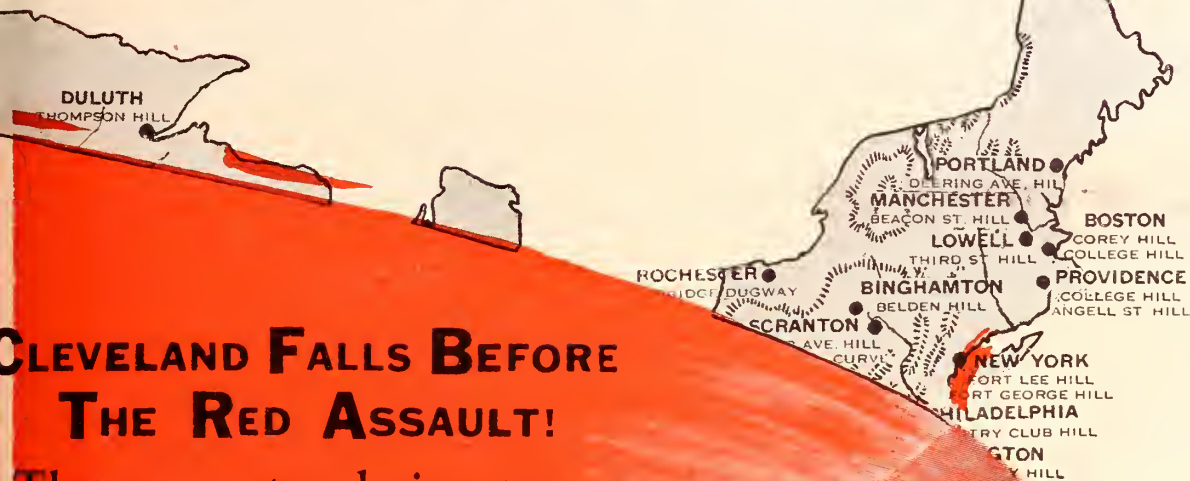
Member of Motion Picture Producers and Dist  
ributors of America, Inc. Will H. Hays, President

A SAM WOOD  
PRODUCTION

in  
**"ONE MINUTE**  
(By Arrangement with C. C. Fle



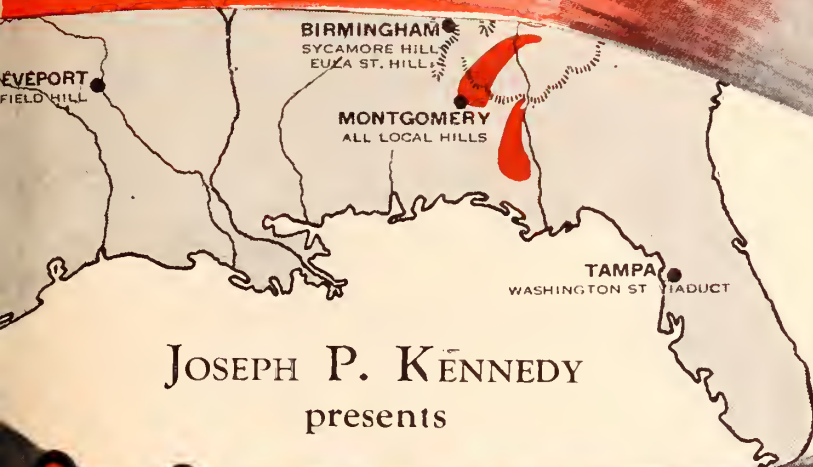
# E NATION RED!



## CLEVELAND FALLS BEFORE THE RED ASSAULT!

Throngs stand in two  
lines for hours at whirl-  
wind opening Keith's  
Palace, Sept. 26!

Jostling! Jamming! Mobs  
acclaim him everywhere!



JOSEPH P. KENNEDY  
presents

# WNGE

## To PLAY"

(and W. E. Shallenberger)

Story by  
BYRON MORGAN

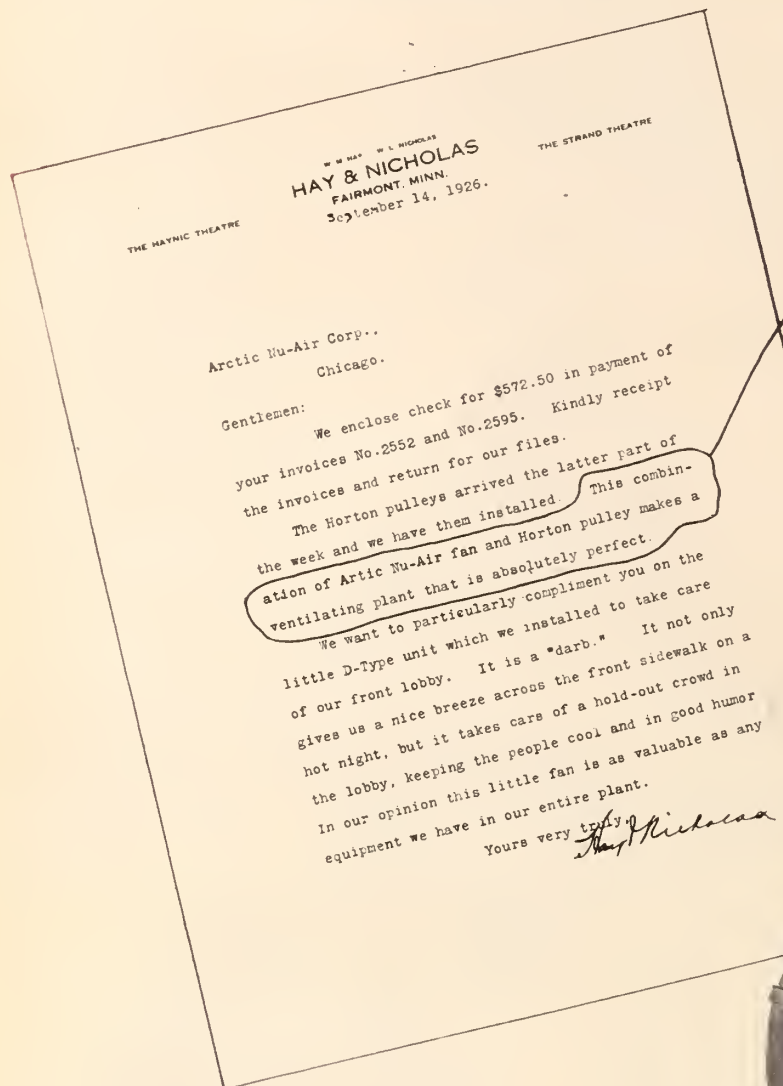
Distributed by  
**GREATER  
FBO**  
FILM BOOKING OFFICES  
OF AMERICA, INC.



# A PROVEN SENSATION!

## ~~ARCTIC NU-AIR~~ SYSTEM

COMPLETELY CONTROLLED  
VENTILATION



Read What  
Hay and Nicholas  
Fairmont, Minn.,  
Say About Arctic  
Nu-Air Controlled  
Ventilation

### Hot Weather—Cold Weather

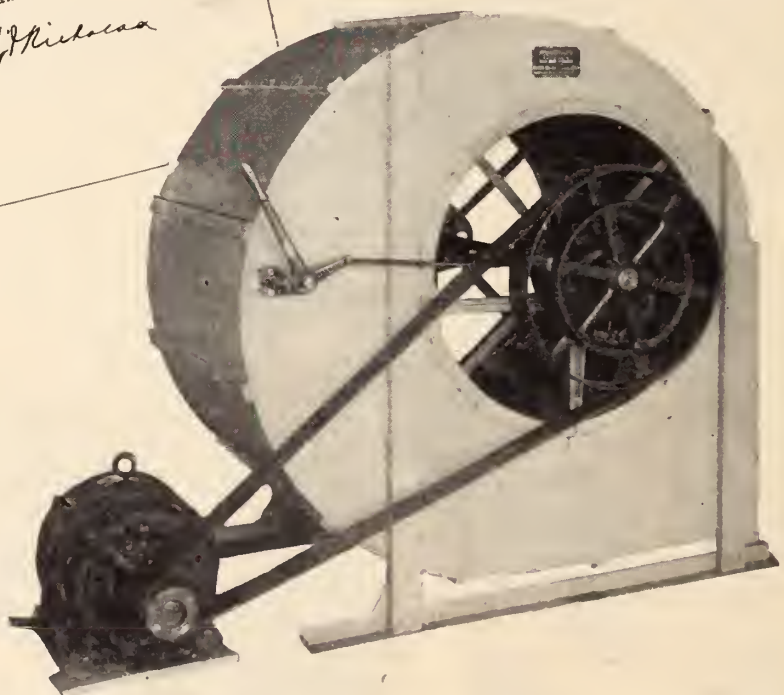
300 changes of speed to fit all seasons.

Less than 1 h.p. of current used when running 75 revolutions per minute (winter speed) with a 5 h.p. motor.

Your present Arctic can be equipped with Horton Variable Speed Pulley.

**ARCTIC NU-AIR CORP.**

818-820 State-Lake Bldg.  
CHICAGO



Date.....

Arctic Nu-Air Corp., Dept. 100  
818 State-Lake Bldg.,  
Chicago, Ill.

Gentlemen:  
Give me the facts about Completely Controlled Ventilation.

Name .....

Address .....

City..... State.....



NOW PLAYING AT THE

RIALTO, N. Y.

AND LOOKS GOOD FOR AT LEAST A

3 WEEKS' RUN

the

MACK  
SENNETT

PRODUCTION

HARRY  
LANGDON

IN HIS FUNNIEST

"SATURDAY  
AFTERNOON"

"Should mop up."—*Variety*

"Highly amusing."—*N. Y. Telegraph*

"Merry fun."—*N. Y. Mirror*

"Highly amusing."—*N. Y. Times*

The House of Hits

RIALTO

Times Square



THEY ADVERTISED IT—TOO!

Pathécomedy

TRADE



MARK



# The Greatest Array of Box Office One Banner! Just Another Reason why with the **FOX** PRODUCT for 1926-27



ALMA RUBENS



MARGARET LIVINGSTON



TOM MIX



VIRGINIA VALLI



LESLIE FENTON



JANET GAYNOR



VICTOR MCIAGLEN



BELLE BENNETT



VIRGINIA BROWN FAIRE



ALLAN FORREST



EARLE FOXE



GLADYS MCCONNELL



J. FARRELL MACDONALD



EVA NOVAK



OLIVE TELL



CLAIRE ADAMS



RALPH GRAVES



MAY ALLISON



IAN KEITH



SHIRLEY MASON



ROBERT EDESON



PHYLLIS HAVER



MARION NIXON



# Names Ever Assembled Under Any Exhibitors are Buying and Cleaning up



also—

Walter Pidgeon  
Charles Winninger  
Ted McNamara  
Dorothy Dwan  
Reata Hoyt  
Alee Francis  
William V. Mong  
John St. Polis  
Gustav von Seyffertitz  
Emily Fitzroy  
Hank Mann  
Frank Campeau

George Sidney  
William Russell  
Neil Hamilton  
Ralph Sipperly  
Lionel Belmore  
Ben Bard  
Robert Frazier  
Frank Beal  
Harvey Clark  
Edmund Burns  
Richard Tuerker  
Hale Hamilton  
John Roche  
Maek Swain  
Jaques Lerner  
Georgie Harris  
Ward Crane

Walter Catlett  
Tom Santschi  
David Butler  
Heinie Conklin  
Andre de Beranger  
Anders Randolph  
Arthur Housman



and they're all in  
**FOX**  
profit  
pictures



# 52 WE LAST FOX COMED

will bring the doll

Here's a few  
of the  
**BIG CIRCUITS**  
who have bought FOX COMEDIES

Publix Theatres  
Loew Circuit  
Commerford Circuit  
Saenger Company  
Stanley-Crandall Co.  
West Coast Theatres  
Asher Bros.  
Pantages Circuit  
Finkelstein & Rubin  
Carl Hoblitzelle  
N. L. Nathanson  
Ike Libson  
Keith-Albee  
Harry Nolan Circuit  
Harry Davis Circuit

## 20 Imperial Comedies

Here's a sure-fire brand of  
laughs that have been  
popular with your patrons  
for years. The showman  
who plays 'em knows that  
Imperial's are a safe bet!  
Now playing.

*It's a Pipe*  
*Steeplechasers*  
*Non-Stop Bride*

Ready October 3rd

**DIZZY DANCERS**

Ready October 17th

**HONEYMOON  
HOSPITAL**

## 8 VAN BIBBER

A new series of hilar-  
ious adventures from  
stories by Richard  
Harding Davis  
starring

**EARLE FOXE**  
the silk hat comedian  
—and you exhibitors  
know how popular  
Earle Foxe is.

Current release:  
**THE SWIMMING  
INSTRUCTOR**

Ready October 10th  
**KING BOZO**

ALL FOX COMEDIES



# EEKS OF CLASSICS

**IES** the classiest, brightest,  
funniest and most  
elaborate fun-fests on  
the market

ars in laughingly

## 8 O. HENRY

The original O. Henry stories with a jazz twist...just picture the laughs! Sparkling two-reelers with exceptional casts and settings. The first of the new series is

**THE COMPLETE  
LIFE**

Ready October 17th  
**BABES IN THE  
JUNGLE**

## 8 HELEN and WARREN

They are the best known couple on the screen! Every one of your patrons has either read these stories in newspapers or has seen MABLE HERBERT URNER'S inimitable classics of married life on the screen. With

KATHRYN PERRY  
and  
ALLAN FORREST  
Current release:  
**EASY PAYMENTS  
Ready October 24th  
BACK  
TO MOTHER**

## 8 ANIMAL COMEDIES

There's real novelty in this new series of FOX comedies. Animals tickle the kiddies and little Jerry the Giant, the child comedian, will keep the whole family happy!

The first release is:  
**JERRY THE GIANT**  
Ready October 3rd  
**THE LYIN' TAMER**

*The  
Greatest  
Diversified  
Program in  
the Field*

supervised by **GEORGE E. MARSHALL**

Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President



**ROXY THEATRES CORPORATION**  
363 MADISON AVENUE  
NEW YORK

STUDIO ADDRESS  
113 WEST 87th STREET

August  
12th  
1926

TELEPHONE  
MURRAY HILL 4260

Mr. F. H. Bowen,  
c-o Heywood-Wakefield Company,  
316 West 34th Street,  
New York City.

My dear Mr. Bowen:

We are enclosing herewith duly signed contract covering the installation of the chairs in the Roxy Theatre.

This brings to an end a long study of the important question of what seats to install in order to obtain a maximum degree of comfort and at the same time not overlook the fact that the seats had to be more than luxurious in appearance to match the architecture and decorative effects of what we know will be the last word in theatre magnificence for years to come.

We are convinced after our exhaustive study that your firm is particularly well adapted to give us what we require and therefore this contract.

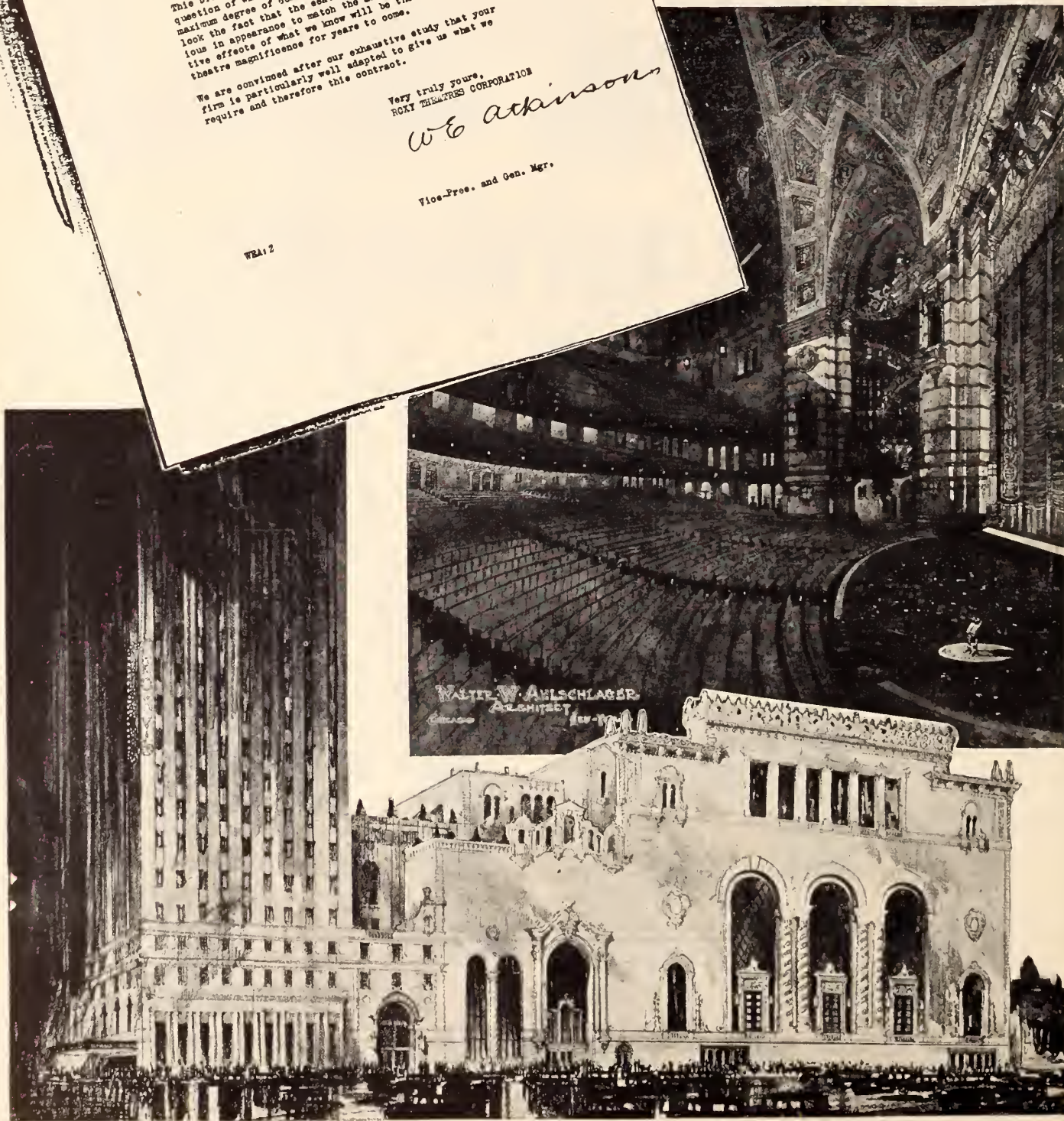
Very truly yours,  
ROXY THEATRES CORPORATION

*W. E. Atkinson*

Vice-Pres. and Gen. Mgr.

W.E.A:2

# "HELLO EVERYBODY"



The new "ROXY" Theatre — 7th Avenue between 50th and 51st Streets, New York City



# "ROXY" SELECTS

## HEYWOOD-WAKEFIELD SEATS!

*for his new theatre*

WHEN S. A. Rothafel, known to the whole world as "Roxy," planned his theatre, he determined that it should eclipse in size, magnificence and comfort any similar place of amusement America could produce. The building, the architecture, interior design and decoration, and, equally important, the seats, are to be conceived on a scale hitherto undreamed of in the picture exhibiting profession.

WISE showman that he is, "Roxy" engaged the services of the world's best theatre designers for every detail. So, it is with justifiable pride that we announce the selection by Mr. Rothafel and his associates of Heywood-Wakefield specially designed opera chairs for the entire seating equipment of the new \$6,000,000 "Roxy" Theatre.



S. A. ROTHAFEL ("ROXY")  
Who planned and will direct this  
mammoth amusement enterprise.

AS in hundreds of other fine theatres seated by Heywood-Wakefield, the chair designs are in strict keeping with the whole scheme of decoration. The beautiful Loge, Orchestra and Balcony chairs for this 6,000 seat house are to be more luxurious and comfortable than any seat yet produced. The details of these handsome chairs are withheld as Mr. Rothafel wishes to make them one of the big surprises of the opening night.

SPECIAL attention is invited to the reproduction of the letter from Mr. W. E. Atkinson, Vice-President and General Manager, who signed the contract for "Roxy" Theatre seating equipment.

NO matter where you are, or what your theatre seating requirements may be, the Heywood-Wakefield Opera Chair line and facilities will meet your exact conditions.

ANY H-W warehouse will gladly, and without obligation, co-operate in planning for maximum house capacity and patron comfort. A theatre seating expert, backed by our 100 years of seat-building experience, will consult with you at your request.



#### HEYWOOD-WAKEFIELD WAREHOUSES

Baltimore, Maryland	113 West Conway Street	Los Angeles, California	801 East 7th Street
Boston 45, Mass.	Winter Hill	New York, New York	516 West 34th Street
Display Floor, 174 Portland Street		Philadelphia, Pennsylvania	244 South 5th Street
Buffalo, New York	Wells and Carroll Streets	Portland, Oregon	148 North 10th Street
Chicago, Illinois	2653 Arthington Street	San Francisco, California	737 Howard Street
Display Floor, 439 Railway Exchange Bldg.		St. Louis, Missouri	6th and O'Fallon Streets
Kansas City, Missouri	1310 West 8th Street		



# SHAKE!

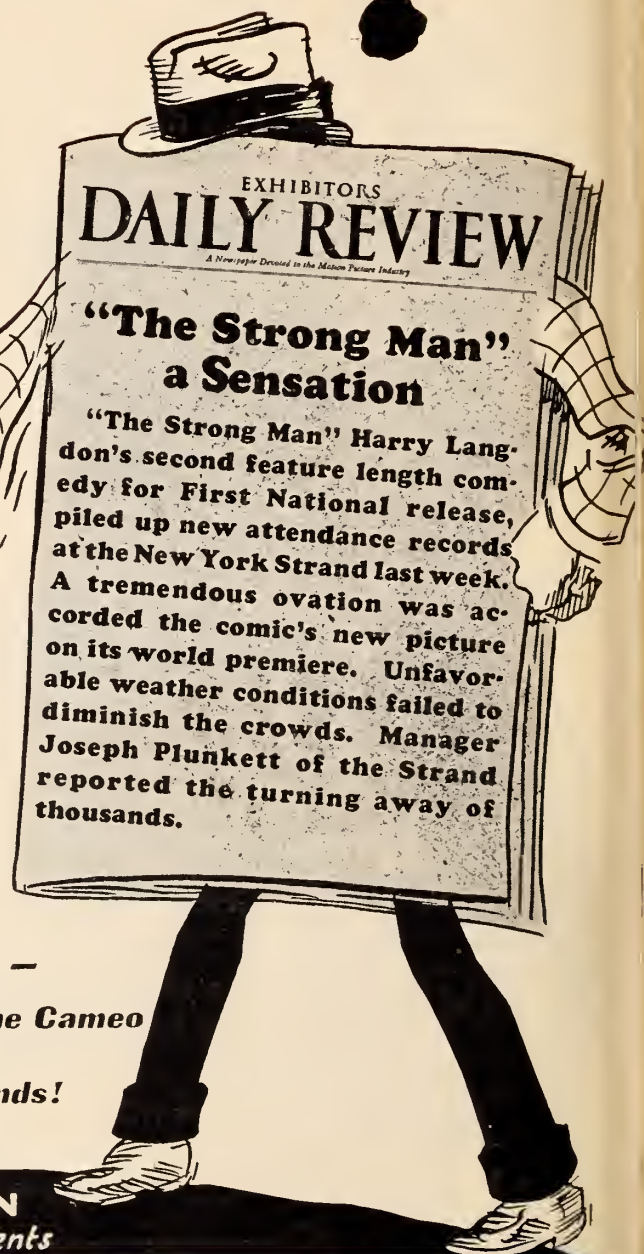
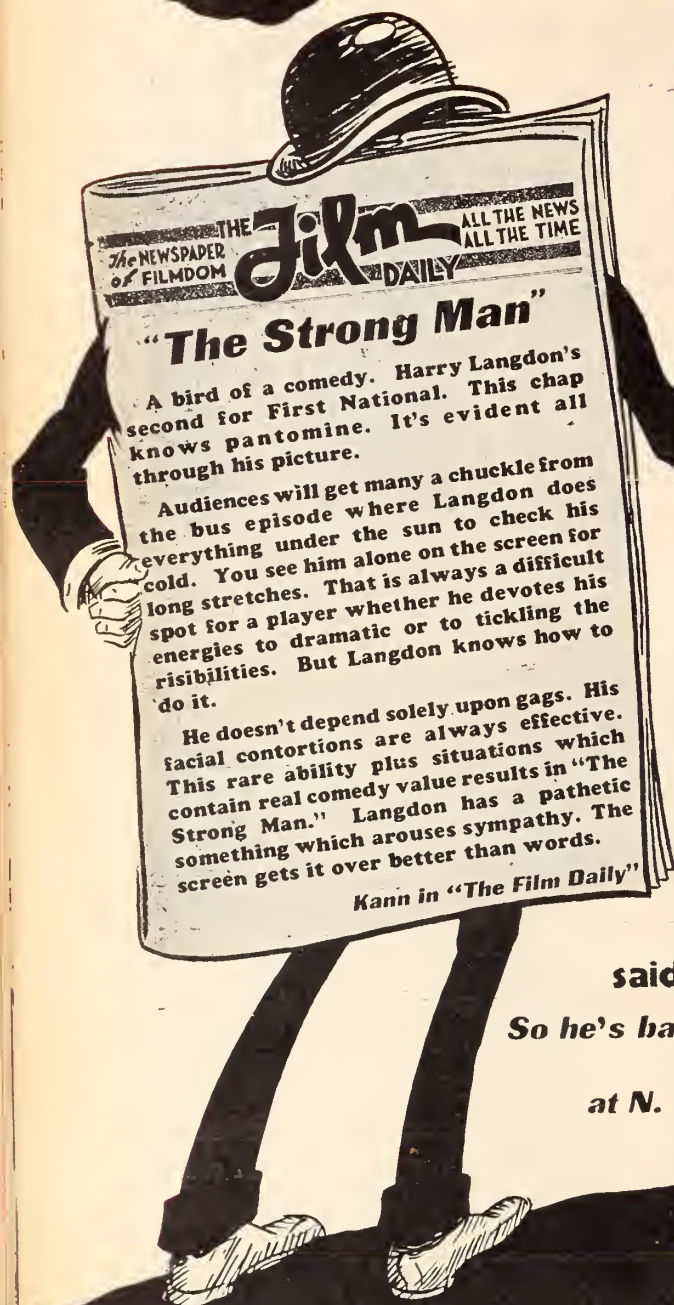
What's gonna happen?  
For once the trade  
dailies agree.

Ab-so-lute-ly unani-  
mous in praise of "The  
Strong Man!"

"Film Daily" predicted  
a knockout . . . "Daily  
Review" says "Right you  
were—and then some!"

It must be great if they  
both say so . . .

And the Box-Office  
is saying it with  
Showers of Cash!



"Makes the audi-  
ence want more  
and yet more"

said N. Y. American — —

So he's back on Broadway at the Cameo  
after capacity runs  
at N. Y. and Brooklyn Strands!

HARRY LANGDON  
CORPORATION presents

HARRY  
LANGDON  
in "The Strong Man"

DIRECTED BY  
FRANK CAPRA

A  
First National  
Picture





# It's a YELL!

NEW YORK! Hey—hey!

Jazz and jostle—shove and scramble . . .  
Whirling White Way . . . They even take  
their romance on the run!

It took Al Santell to do it—to give 'em  
the lowdown on the *real* New York as  
New Yorkers live it. Not just Broadway  
but—

East Side, West Side, all around the dizzy  
old town. Hotels—night clubs—Central  
Park—department stores—ritzy shops—  
and *that* Subway!

Girls and gowns and giggles—next sea-  
son's style show—and a cabaret scene  
that'll make 'em think you sold 'em a  
ticket to New York.

Will they love it? It'll SLAY 'em!

A fortune in  
gowns from  
exclusive  
style shops!

The real thing in  
night clubs. Complete  
show from famous  
Silver-Slipper cabaret

FIRST NATIONAL PICTURES, INC.  
presents

## "Subway Sadie"

An Alfred Santell Production  
with Dorothy Mackaill

Jack Mulhall • Charles Murray

Directed by Alfred Santell  
Adapted from story by Mildred Cram

PRODUCTION MANAGEMENT: AL ROCKETT

Another banner group knockout—  
Another hit after hit—  
Week after week—  
Record breaker show!



Laughs jammed  
tighter than  
strap-hangers  
in the rush hour!

And love in  
the New York  
manner!

A First National Picture



# Liberty says it to 5 million fans "CONSTANCE"

has become the  
**BEST**  
**COMEDIENNE**  
on the  
**SCREEN!**



## The Merry Maid of FLATBUSH

A Double Exposure of  
Connie Talmadge Who Puts  
Romance Ahead of Art

—or Dutch, as she was, and is called—lost her interest in school. I first remember her as a gangling schoolgirl wandering about the Vitagraph yard. That was before she developed into a devastating heart-breaker and a star. Constance looked like an awkward kid sister then, but a world of confidence lay behind the freckles. Constance is twenty-seven, three years younger than Norma. She was born, as she herself says, "out where" the Flatbushes grow. "In Brooklyn." Even while Norma was first making her appearance before the camera Constance was starring in amateur theatricals at school. In those days Constance was considered a homely girl. But she annoyed Vitagraph directors until she got her chance. Then she went West to join the Griffith forces. Here began her friendship with Dorothy Gish, which finally reached its climax the day after Christmas, in 1920, when the two ran away to Greenwich, Conn. Two years later Constance made her first hit as the mountain girl in Griffith's "Intolerance." About this time Richard Barthelmess went West to join the Griffith forces. On the night of his arrival, Barthelmess, with Bobbie Harron, went to dinner with Constance and Dorothy Gish. That evening began the first romance in Miss Talmadge's career. Barthelmess went on to his hit in Broken

and that  
means **BUSINESS**  
when you play-

A Movie Review by

FREDERICK JAMES SMITH

Constance is called the screen's best comedienne today, but there was a time when she was just a Brooklyn butterfly, trying her wings on no confining effect upon Constance Talmadge. From the moment Norma gained a job at the old Vitagraph studio, Constance

Richard Barthelmess

Constance got a divorce. Two years later Constance made her first hit as the mountain girl in Griffith's "Intolerance." About this time Richard Barthelmess went West to join the Griffith forces. On the night of his arrival, Barthelmess, with Bobbie Harron, went to dinner with Constance and Dorothy Gish. That evening began the first romance in Miss Talmadge's career. Barthelmess went on to his hit in Broken

Joseph M. Schenck  
Presents

**CONSTANCE  
TALMADGE**

In  
**THE DUCHESS  
OF BUFFALO**

With  
**Tullio Carminati**

Screen Story by HANS KRALY

Based on the Hungarian Play, "Bybil"

Written by  
Max Brody and Franz Martos

A Sidney Franklin  
Production



A First National Picture



# Motion Picture News

Volume XXXIV

NEW YORK CITY, OCTOBER 9, 1926

No. 15

## The Peculiar Picture

EVERY so often there comes along an unusual picture. I mean the kind like "Nanook," "Grass," "Moana," etc.; Pathe now has one in "Alaskan Adventures."

They are made by an unusual man with a sense of unusual drama. Here and there an unusual exhibitor or publicity man, or salesman puts them over and with astounding success. They may even stir the whole trade as "Nanook" did.

But generally the usual machinery of the trade—salesman and exhibitors alike—accustomed to dealing with the usual product, treats them like step-children. They don't know how to handle them, because they handle everything in the usual way.

\* \* \*

When we arise in defence of these pictures pointing out that unless we are content to cater only to fans we must greatly broaden the scope of the picture, our words, I presume, are set down as editorial and impractical. So we quote here an observation from the columns of the *Detroit News*:

"The most courageous bit of movie promotion seen in Detroit in years was suitably rewarded in the engagement of 'Grass,' at Orchestra Hall, during the past eight days.

"Famous Players-Lasky, distributors of the film—a remarkable tale of Persian tribes taken by three Americans—were unable to sell the pictures through the regular channels. Exhibitors, on their guard after unsuccessful experience with 'artistic' films, refused to give it any consideration. Yet all who viewed the production were agreed that it was one of the most gripping and interesting real life dramas the screen had ever procured.

"But 'Grass,' they pointed out, lacked pulling power. There were no sexy situations,

with colored 24-sheets to emblazon the fact to prospective audiences. There were no fights, love affairs or any of the other popular ingredients generally figured as 'the stuff.' So 'Grass' remained for weeks and weeks in the vaults of the company here—until a few days ago, when the management of Orchestra Hall and the Famous Players-Lasky Corporation decided to chance a fine financial whipping by presenting it.

"'Grass' was advertised carefully and honestly for just what it was and, strange to say, the crowds came in great numbers. The opening night's attendance was almost a shock to the promoters and business grew rapidly as the news of the picture's wonders spread from the throats of the early visitors. The engagement of 'Grass' was a success from every viewpoint and those connected with the enterprise are to be heartily congratulated for the good they have accomplished in paving the way for a steady reception of more pictures of this peculiar box-office type."

\* \* \*

This, it seems to me, is most significant. And I would like to add an observation, which is not an editorial theory, but a fact, one that the most astute producers of plays and magazines today will realize. It is this: that the American public and every other public is now sick and tired of the trite love story, and most every one is trite. Even the most gaudy embellishment fails to pull them through. They may sell easily to the trade but they don't sell to the public. The public today, as is evidenced on all sides, wants vigor, action, adventure, novelty in dramatic pictures.

*W. A. Johnston*



# MOTION PICTURE NEWS

Oct. 9  
1926Vol. XXXIV  
No. 15

Founded in September 1913

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Editorial and General Offices:  
729 7th Ave., New York CityBranch Offices:  
845 S. Wabash Ave., Chicago, Ill.  
Room 616 Security Bldg., Hollywood,  
California

## Speaking Editorially

**I**N many parts of the country, midnight benefit performances in aid of the Florida sufferers were held last week and this. The amount realized ran into a large sum, and thus was written another important chapter in the industry's public service work.

The lead was taken by Publix Theatres, which announced its benefit shows even before the extent of its own losses in Florida was known. Happily, these proved, upon investigation, not as heavy as first reported. But Publix did not wait; it did the splendid thing and went immediately to the help of those who had suffered.

Of course, the good-will value of such a step cannot be overestimated. The recognition of the need and the opportunity was nation-wide, and many other circuits and independent theatres did their bit.

Incidentally, the usefulness of the midnight performance, for charity or otherwise, is growing in many sections, and promises to become a fixture in exhibition policy.

\* \* \*

**T**HE foreign situation gets a lot of attention this week. In Paris, the so-called International Motion Picture Congress is being held, but the American industry is not represented for good and sufficient reasons. The Congress is, therefore, not international. The country which makes ninety per cent of the world's pictures is taking no official part.

We shall see what the Paris Congress amounts to, if anything. Just now, it looks very much like a movement against American films. In that case, it may have to be taken seriously in some respects.

But conferences with high-sounding titles do not, and cannot, affect the likes and dislikes of the masses of people the world over. The masses, voluntarily, have selected the American motion picture as their favorite screen fare. That situation will remain just as it is, unless and until the producers of other countries make pictures, in quantity, of equal excellence.

No amount of resolutions, speeches, or reports will change that simple fact.

\* \* \*

**T**HE superseding of vaudeville by the motion picture is not far in the future, according to John J. Daly, dramatic editor of the *Washington Post*, who, in reviewing current theatrical events, concludes that the inroads of the films will redound to the benefit of the theatre-goer as the threatened branches of the

theatre endeavor to retain their "place in the sun," which in this case is the favor of the cash customer.

"In a little while, it will be difficult to tell a movie house from a regular theatre, what with presentations," writes Mr. Daly. "Movies are going in for that sort of thing, rivaling, or attempting to rival, vaudeville."

"Competition, ran the old slogan, is the life of trade. With so much interest in things theatrical, so much vying with one another on the part of producing managers, the public is bound to benefit. Vaudeville, as yet, has not gone in for pictures—save comic strips and news reels; but the pictures are venturing on vaudeville territory. With prices remaining the same as ever, the general public gets a run for its money."

"Taking it by and large, the theatrical lay-out looks good. The theatre is up on its toes. There is a frantic endeavor on the part of those actively engaged in the business to give the cash customers everything a dollar can buy in the way of entertainment."

\* \* \*

**O**UT in North Dakota, an important decision has been rendered which hits non-theatrical competition. It is of interest to exhibitors everywhere. The judge ruled that the showing of pictures in schools where an admission price was charged was illegal.

This parallels closely a similar ruling by the Attorney-General of the State of Washington to the effect that the Superintendent of Schools of Seattle had no authority to permit the use of school buildings in competition with regular picture theatres.

The Dakota case will be appealed to the State Supreme Court, and the result will be watched with great interest.

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Earl W. Hammons

# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston

champion's crown went to the hero—which is as it should be. The Pathe winnings will probably exceed any lucky wager made on the fight itself and come next to Tex Rickard's profits. Tunney is a popular champion, especially with the fair sex. Tunney in pictures should draw heavily.

\* \* \*

A FILM man, and a practical one, said to me the other day that he would launch a certain and important trade enterprise if he could find enough good lieutenants.

Which brings up a large and pertinent question: are we training good lieutenants and enough of them for the fast increasing demand of this business for man power?

The First National sales department answers the question with its newly launched K. O. Club, in which salesmen get the distinction of membership and other substantial awards for merit, such as cash prizes and paid-up life insurance.

It is not only a logical and progressive step, but First National is in earnest about it. I get my impressions from a convincing talk with Sam Spring. And I hazard the opinion that the K. O. Club will become an institution and that many of its members will prove the kind of lieutenants the trade is so earnestly looking for.

\* \* \*

ONE thing is certain; just as the public demands better pictures, so the picture business demands better executives. There's room everywhere, even at the top.

Regarding the K. O. aspirants there is only this suggestion: An exceptional salesman is always one who not only gets but gives. In other words, he gives service while he gets prices. And the man who can best give service to the exhibitor is the one who thoroughly knows not only his own, but his competitor's pictures—what their box-office appeal is and how to realize on it.

\* \* \*

THE business at the Capitol Theatre on the revived "Four Horsemen of the Apocalypse" was the outstanding event of the week. The figure which the house must reach by Wednesday night in order to hold over had been passed on Tuesday night. The picture is unusually long, but despite the smaller number of shows per day, the house will reach around \$70,000 on the week. "Kosher Kitty Kelly" at the Colony seems to be in for a \$20,000 week, or thereabouts

—a very comfortable figure for this house. The Rivoli opened well with "You'd Be Surprised," and "Tin Gods" continues to have a line at the Rialto box-office. The Strand is below average with "Sparrows." The road show attractions continue to do capacity—"Ben Hur," "Big Parade," "Beau Geste," "Scarlet Letter" and "Don Juan."

\* \* \*

IN a recent number of the *National Board of Review Magazine* is an editorial by Alfred B. Kuttner, associate editor, entitled "The Director's Alibi," which is worthy of serious consideration. You may or may not agree with all that Mr. Kuttner says, but you will find it a stimulating discussion of the problem of European film technique vs. American methods. He says:

"There has recently been considerable heart-searching in American directorial circles. The present showing of "Variety" in New York and of various films such as "Faust," "The Three Wax Works," and "Shattered," in Los Angeles, the marked success of the revivals of many foreign pictures, and the distinguished work of several recently imported directors supply the immediate cause. The dangerous preference of the public for these pictures, the unstinted praise of them by the critics, and the demand of many of our stars to be presented before their audiences in pictures of equal merit, have made our directors uneasy. And there have been alibis.

"We may dismiss the protest of our more nervous defenders that the worst of the foreign films are worse than our admittedly bad films as purely childish. It is quite obvious that the comparison lies only between the best films on either side of the Atlantic.

"The alibis take various forms. One of them is this so-called censorship of ours. Now six of our states, it is true, exercise a legal censorship variously and often arbitrarily enforced. But in the remaining forty-two states there is no censorship except the taste and standards of the state of culture in which we live. It is these standards which the National Board of Review seeks to interpret for the guidance of the industry, including directors. And the Board, contrary to the legal censors, does not believe in any limitation of theme. The treatment, not the subject matter, is the all important thing in the making of any picture."

WE had a very interesting talk with Earl Hammons, of Educational, the other day. He has recently returned from the Coast studios, where he found activities in the short subject field considerably "pepped up," and a more determined effort than ever being made to turn out quality product.

ONE of the reasons for the enthusiasm is the increasing recognition given short features in exhibitor advertising. For instance, Harry C. Arthur, Jr., President and General Manager of Pacific Northwest Theatres, Inc., has voluntarily instructed his managers to advertise short subjects as much as possible in connection with the hundred per cent. showing of Educational pictures over this important circuit.

ECHOES of the big fight! Broadway and its film trade moved over to Philadelphia last Thursday. Special cars were chartered by First National, the Stanley Company, Famous Players, Joe Schenck. In the First National party were Colleen Moore, John McCormick, Sam Katz, R. A. Rowland, Robert Lieber, E. V. Richards, M. H. Finkelstein, W. R. Rothacker, Karl Kitchen, C. C. Burr, Johnny Hines, A. H. Gianinni, Levi Ash, Robert Kane, Sam Spring, Ned Marin, Ned Depinet, Ray Rockett, R. C. Seery, and others.

HARRY O. SCHWALBE, who devotes his time a good deal to the fast expanding activities of the Stanley Company, was a delightful host to several of the arriving visitors.

THE Tunney victory brought joy to Elmer Pearson and the Pathe officials. They had bet, not on Tunney in the ring, but on the Tunney serial, "The Fighting Marine," and the exhibitor contracts carry a clause increasing rental prices in case the





Conrad Veidt (left), photographed aboard the "Mauretania," which brought him here for his engagement in "François Villon" (United Artists), with Barrymore

## PICTURES AND PEOPLE

### THIS WEEK

EMIL JANNINGS will sail from Germany on the *Deutschland*, October 8, to take up work under his new contract here. He will have with him his familiar red Mercedes car and a retinue of servants. . . . Conrad Veidt, another great German actor, held court for members of the press last Friday, and on the following day left for Hollywood. According to present plans, he must be back in Berlin in December. . . . Tom Reed, publicity chief at Universal City, returned to America this week. He says that Carl Laemmle's recovery and convalescence have been little short of miraculous. Tom indignantly denies that he was met down the bay and paraded up Broadway, declaring that he refuses to have all of the wastebaskets in New York dumped on his head, even if Gertrude Ederle did. . . . Directors Frank Borzage and Al Green arrived in New York from Hollywood this week. Borzage is Paris-bound to see the sights of the underworld as atmosphere for "Seventh Heaven." (We hope the atmosphere he gets on the screen is better than that staged for American tourists in the French capital.) Green will do exteriors in New York for "The Music Master." Philip Klein, son of the author, L. G. Rigby, scenarist, and George Schneiderman, head cameraman, were also in the party. . . . Sam E. Rork, the producer, accompanied by his daughter, Ann Rork, arrived in New York this week with the negative and first print of "The Blonde Saint." Sam declares it's his best to date, which means it will have to go some. . . . Dorothy Gish was to arrive on the *Aquitania* Friday from London, on a flying visit to her sister and mother in Hollywood before returning to do "Madame Pompadour." She is accompanied by Director Herbert Wilcox and Frank J. Farrell and Cecil A. H. Harrison, two members of the board of



The charm of Marion Davies, *Cosmopolitan* star, is well brought out in this portrait by Ruth Harriet Louise. She recently finished "The Red Mill" and starts "Tillie the Toiler" (M-G-M) soon



Phyllis Haver, an important feminine player in Metropolitan pictures, whose latest appearance is in "The Nervous Wreck" (Producers Distributing Corp.)



Robert T. Kane, producing a series of special feature productions for First National, whose latest picture, "The Prince of Tempters," will be released shortly



Mary Allen, character woman, who is said to give a remarkable performance as an East Side delicatessen keeper in Chadwick's "April Fool," recently finished



Sunny, the Snookums of "The Newlyweds and Their Baby" comedies made by Stern Bros. for Universal, celebrated his second birthday recently, and, star-like, he was most interested in the large cake with the 24-sheet billing of his name



Dorothy Revier, charming Columbia Pictures star, in one of the attractive outfits which she wears in "When the Wife's Away," her latest production





The Fox Films unit which went to England to film scenes for "One Increasing Purpose"; left, Edmund Lowe addressing a group of people in a scene for the picture, taken in Denham, Buckinghamshire; centre, Lilyan Tashman and Edmund Lowe visiting the William Shakespeare home at Stratford-on-Avon; right, Lila Lee, Lowe and Director Harry Beaumont on a bicycle built for three

directors of British National. . . . Patsy Ruth Miller, Warner actress, accompanied by her parents and her brother, is in New York on a month's vacation, during which she will take in the world's series, being an ardent baseball fan. The fair screen player paid a brief (too brief) visit to the editorial offices of MOTION PICTURE NEWS this week. . . . Edwin J. Smith, Jr., son of E. J. Smith, general manager of Associated Exhibitors in charge of distribution, began a four-



Ann Rork, whose work in "The Blonde Saint" (First National), produced by Sam E. Rork, advances her farther along the road to film fame, studies the gentle art of making mud pies from one of the youthful Italian extras on the beach at Emerald Bay

year course of study this week at Princeton for a B.A. degree. . . . An unusual preview was given "Gigolo" on Wednesday evening at the Club Anatole, New York, members of the press seeing not only the picture but the dress rehearsal of the entertainment to open at the club on the following evening. . . . Daniel B. Clark, President of the American Society of Cinematographers and chief cinematographer for Tom Mix, is confined to Hollywood Hospital following a minor operation. . . . Jack Conway and his bride, formerly Miss Virginia Bushman, daughter of Francis X., are honeymooning this week, following their unexpected marriage last Tuesday evening. . . . Alene Ray is in training for the Catalina swim. Duke Kahanamoku is assisting. . . . George O'Brien has persuaded William K. Wrigley, Jr., to offer an amateur trophy, as well, for the 24-mile swim. . . . The National Board of Review awarded an asterisk of merit this week to Paramount's "The Ace of Cads." . . . H. E. Edington, Los Angeles film man, was given the decoration of Cavaliere of the Order of the Crown of Italy for the diplomatic way in which he handled the business affairs of the "Ben Hur" company in Italy.

### SAYS LIONEL:

**L**IONEL BARRYMORE, admitting that his first screen appearance was in an extra role with Henry B. Walthall in an early Griffith Biograph picture, discusses "The Present State of the

Movies" in a leading article in the current issue of *The Ladies' Home Journal*. In a comprehensive treatise on various phases of his subject, the Chadwick star compares modern with earlier production methods, explaining his preference for the latter. His, also, is a keen analysis of the producer tendency to the Pollyanna type of story, which he, at once, explains, justifies, and condemns.

Barrymore, whose recent production of "The Bells" for Chadwick is said to be an accurate reflection of the Sir Henry Irving version of the Erckmann-Chatrian classic, laments the current practice of altering stage plays and novels in transferring them to the screen. In the preparation of "The Bells" for the screen, Barrymore insisted that the original play be adhered to.

"I think it may be said with positiveness—and it is the only thing that can be stated positively about the movies," he says in part. "that there is nothing wrong with the medium. There is no reason why it should not give great art and beauty to the public."

### A CANINE ARISTOCRAT

**F**RANK FOSTER DAVIS, owner and trainer of "Thunder," the dog featured in "Wings of the Storm," now in production at Fox Films West Coast studios, has traced the ancestry of this canine-actor for thirty-eight generations, covering a period of fifty-two years. This, he states, is equal to 1,200 years of a human being's ancestry.

"Thunder" is registered with the American Kennel Club under his real name, Beneva Tillo Von Riedekenberg, and was born in Stuttgart, Germany. He is a thoroughbred German shepherd dog. This breed became known as "police dogs" in 1904, when the Berlin police department began training them for police service.



John McCormick, Colleen Moore and Richard A. Rowland, prominent figures in First National, snapped upon the arrival of McCormick and Miss Moore in New York for conferences at the home office and exterior shots on "Ermine and Rhinestones"



# Kennedy Sees Rich Field in Germany

## Film Booking Office's Chief Returns From European Trip With Optimistic Views on Company's Future Abroad

**J**OSEPH P. KENNEDY, president of Film Booking Offices, returned on Monday of this week from his annual vacation trip to Europe which, for the first time, was also in the interests of motion picture affairs. While deploring certain conditions which have been created abroad, he was optimistic over the steady, if slow, improvement in general conditions and the prospects for Film Booking Offices throughout Europe.

"Germany," he said, "represents the richest undeveloped field. The newer theatres are modern and attractive, domestic production is active and despite heavy taxes the possibilities are great. While taxes are high throughout Europe, exhibitors, like other business men, are becoming accustomed to them and simply making allowance for them in their scheme of things."

Mr. Kennedy concluded a deal with Ideal in England on this trip for the distribution in England of F.B.O. product. Rowson, of Ideal, one of the leading film executives of England, will come to this country shortly and go on to Hollywood to confer with studio executives on plans for the coming season. This will be primarily for the purpose of avoiding things which might be objectionable to British audiences, in line with the policy of F.B.O. to cultivate more harmonious relations in the European field.

Several interesting developments were noted by Mr. Kennedy as regards the oppo-



Joseph P. Kennedy (left) and Mrs. Kennedy are met upon their return from Europe by Fred Thomson, F. B. O. star.

sition to American films stirred up through various causes.

"The most noticeable result has been a

tremendous stimulation of local production in these countries," he pointed out. "Producers in various European countries are profiting by the agitation against American films. In England, for instance, production is booming, after being dormant for years. The same is true of France, and Germany continues busy."

The present crisis in Europe, Mr. Kennedy believes, has been created by a few tactless individuals, and is based upon misunderstanding rather than any enduring conditions. It can be righted, in his estimation, by better understanding on the part of American companies of European tastes and opinions, by care in the selection of European representatives, and by a suitable co-operative spirit between American firms and their foreign distributors.

Due to his banking connections, Mr. Kennedy on this trip had access to information and contacts not always available to visiting film executives, and he has returned with a highly valuable insight into conditions abroad which will be reflected in the conduct of Film Booking Office's European affairs. An important deal for distribution in central Europe is pending, but could not be concluded before his departure. This will be announced shortly, it is expected.

Colvin M. Brown, vice-president in charge of distribution, who returned just prior to Mr. Kennedy's arrival, was also active in arranging the details of the Ideal contract and made an intensive study of European distribution problems during his stay.

# Pathe Scores When Gene Tunney Wins

## Result of Fight Means Additional \$500,000 for Company Says Scott; Elmer Pearson's Foresight Made Picture Possible

**W**HEN Gene Tunney won the heavyweight fight championship of the world, the value of the serial picture produced by Pathe in which he is starred jumped a half million dollars, says Harry Scott, general sales manager for the company. Elmer Pearson, vice-president and general manager of Pathe, achieved a master stroke of showmanship when he signed Tunney to make the Pathe serial as, even before his victory, Tunney was a popular hero due to his war record with the Marines and to the clean life he has led. Pathe officials estimate the picture as now in the million-dollar class.

The Pathe star-heavyweight champion of the world is known in private life as James Joseph Tunney. He is twenty-seven years old, having been born in Perry Street, New York City, on May 25, 1898. He was educated in the public schools of New York and graduated from high school. Strange to say, he never took serious interest in sports until he entered the army and began training. Sports training is compulsory in the marines and it stood Gene in good stead. Gradually, he began to demonstrate prowess as a boxer.

Overseas, he won the regimental light heavyweight championship and later won the light heavyweight championship of the American Expeditionary Forces.

Upon returning to his native shores in 1919, and receiving his discharge, he entered the ring, knocking out Bob Pierce in two rounds. He fought other engagements that year and in 1920 scored several knockouts. In 1922 he lost the first battle of his career, and his only defeat, to Harry Greb in 15 rounds. In 1923, he turned the tables on Greb, winning over a similar route. In 1924, he scored knockouts over Ray Thompson, Ermino Spalla, Georges Carpentier, Joe Lohman, Harry Foley and Buddy McHale, won from Martin Burke in 15 rounds and fought several no-decision fights.

After fighting a no-decision bout with Harry Greb in 1925, Gene surprised the pugilistic world by putting Tommy Gibbons away, and Tommy had stayed the limit with Jack Dempsey in the memorable fight at Shelby, Mont. This bout was his biggest forward step and since that time his legion of friends have believed that he could defeat any man in the world in the squared circle.

In his busy ring career since the war, Tunney has engaged in 61 fights, won 30 by knockouts, won 15 by decision, fought 14 no-decision engagements, one no-contest affair and lost only one battle.

The Patheserial, which is in ten chapters, was adapted from a story written especially for Tunney by Frank Leon Smith under the title, "The Fighting Marine," which title was retained for the picture. Spencer Bennett, who directed two current Pathe chapter plays, was chosen to handle the megaphone for the Tunney picture.

Other leading roles in "The Fighting Marine" are portrayed by Walter Miller, second male part; Wally Oettel, comedian, who had the third principal part. The feminine leads include Virginia Vance, Marjorie Gay and Anna May Walthall, sister of the better-known Henry B. Walthall.

A number of real pugilists including Frank S. Hagney, former heavyweight champion of South America, and Gene Delmont, now fighting in the heavyweight class, were secured for the fights in which Tunney takes part in the films.





Covers of representative publications of the Famous Players foreign department; left to right: The Exhibitor, Australia; Mensageiro Paramount, Portuguese; Mensajero Paramount, Spanish; The Foreign Legion Pledge, house organ; Paramount Service, British; German press-book; Paramount-Journal, French.

# Foreign Sales Department Complex

## Size and Scope of Work Involved Shown by Analysis of Famous Players Branch, With 110 Offices and 1800 Employees

By L. C. Moen

WHILE the importance of foreign distribution in the motion-picture scheme of things is generally recognized today, probably few persons outside of this work realize fully the tremendous scope of the foreign department of a modern American film company, or the complex problems involved. For this reason, it may be interesting to analyze briefly an organization typical of the highest development in this field, the foreign department of Famous Players-Lasky, which is representative of the extensive operations abroad of the American industry generally.

Under the direction of E. E. Shafer, head of this department, come 110 offices and exchanges, owned or operated by Famous or by independent organizations distributing Paramount pictures. Approximately 1,800 persons are employed in these offices, which are scattered throughout 70 countries.

The importance of the foreign field was recognized from the very beginning of Famous Players by Adolph Zukor, and when he turned to Emil E. Shafer to head the foreign department he did so knowing that Mr. Shafer brought to the undertaking a businesslike understanding of export problems coupled with a knowledge of the motion picture—and to this day probably no one in the entire field combines these two qualities in such happy proportions.

One does not hear a great deal of this quiet executive, who is never involved in any of the controversies regarding the foreign situation, never gives out statements setting forth the wonders accomplished by his department, never seeks personal publicity—but who has opened all of the Famous Players foreign offices and has delivered an increase in business each year since the department was started.

The background of Mr. Shafer is genuinely interesting, because it explains a great many things about the success of the Famous Players foreign department. While great credit belongs to the "ambassadors" in the field, and Mr. Shafer would be the last to monopolize the credit for their achievements, the fact remains that he has been responsible for bringing together this organization and for the policy under which it has operated.

His business career began at the age of 13 in a department store, and he remained in this line for 26 years, ultimately



E. E. Shafer, assistant treasurer and head of the foreign department of Famous Players-Lasky.

becoming foreign buyer for Mandel Brothers, a leading Chicago department store.

Then, in 1905, he entered the penny arcade business in association with Adolph Zukor, Marcus Loew, Mitchell Mark and other pioneers of that day. The business prospered mightily, and when motion pictures appeared the company built the Unique in New York, the Comique in Boston and other early "picture palaces." The slot machine business declined as the motion picture business grew, and Mr. Shafer began to fear that the motion picture industry in turn might suffer a similar fate.

It is interesting to note, however, that even at that early date, when he doubted the entertainment future of films, Mr. Shafer was convinced that the motion picture was the greatest educational force ever devised, and at a time when pictures were sneered at and attacked on every quarter, his advertising was built on the key-note of educational value.

At any rate, in 1908 he was offered an exceptional opportunity to sell out his interest in the theatre company, and he accepted. He turned once more to the ex-

port field, and conceived the idea of developing and commercializing the hand embroidery work which he had seen in the Philippine Islands. He shipped 2,000 dozen ladies' nightgowns to the Philippines, properly stamped with French designs, and proceeded to have them embroidered by the natives. His output was sold in advance of production, and although many serious problems arose he put the business on a highly successful basis—and founded what is today a thriving and large industry.

In 1914 Adolph Zukor suggested that he take charge of the foreign department of Famous Players, so Shafer disposed of his own business and returned to motion pictures once more. Here he proceeded to put into effect the business principles which he had learned in mercantile export lines. Each foreign branch must pay its own way—and must also pay all local taxes and tariffs, without evasion—must become a part of the life of the community in which it is located. The men selected to head them must be ambassadors in method rather than salesmen capable of fitting into the life of the city and nation in which they are located.

This policy has been held to in the 12 years which have followed, and the personnel of the Famous Players foreign department today would stand comparison with the export personnel of any American business firm. Men such as John C. Graham in England, John W. Hicks, Jr., in Australia, and Tom Cochrane in Japan, to name only three at random, are not outsiders in their communities, but leading figures in municipal and national life.

Certain features of the foreign department policy about which little is heard are particularly significant in view of the criticism levelled against American films in certain quarters abroad today. While the importance of this agitation has perhaps been exaggerated, it is unfortunate, and has been stirred up, we may safely assume, by certain men who do not realize that European nations are not suburbs of New York City, and that each country has its own customs, habits and psychology, which must be taken into consideration.

Concerning the contention that American companies seek to monopolize the world market, to the exclusion of local production in other countries, Mr. Shafer answers for Paramount as follows:

"We not only believe firmly that each country should have production of its own,





Scenes in and around foreign offices of the Famous Players foreign department. The upper row shows scenes in London, Singapore and Stockholm; the lower row, in Brussels, Batavia and Paris, illustrating the wide variety of conditions met with

to maintain interest in pictures at its highest point, but we have staked—and sometimes lost—millions of dollars in efforts to keep that very thing alive.

"We built a studio in England and made every effort to produce successfully there. Owing to conditions at the time, we and our English friends lost 450,000 pounds—and Mr. Zukor made up the entire loss himself, so that British investors lost nothing.

"Production was attempted in Berlin—somewhat too soon—and the period of deflation and similar causes brought us a loss of two million dollars. A studio was equipped in India, and we were ready to embark on a program of production there.

"At the present time we are distributing seven French pictures through our French distributing organization—and financing them as well. We are distributing the productions of British National, made in England. Our Australian organization handles numerous Australian and British made films. The alliance with Ufa provides distribution for that company here.

"All of this is simply good business and plain common sense. There is room enough for all, and we neither wish nor need to monopolize the field."

Thirty-seven languages are used by the organization, and titles and advertising matter must be prepared in all of them. In Arabia, Egypt and Turkey, two and three languages are used on each. This, together with the fact that each country has its own particular rate of exchange on money (some of them still unstable), complicates the conduct of the department enormously.

In many leading countries, Famous Players operates its own distribution facilities.

In others, such as India, China, South Africa and Venezuela, it distributes through independent firms. In Germany, Paramount pictures are handled by Paraufamet, which includes Famous, Ufa and Metro-Goldwyn-Mayer, and in 11 countries they are distributed by Panamet, embracing Famous, First National and M.-G.-M.

All of these offices must be supplied with prints and with ad sales material, and it is the boast of the department that no release date has ever been missed, even during the trying years of the World War, when the submarine attacks jeopardized all shipping and made facilities difficult to obtain. One negative of each picture is shipped abroad, from which prints for England and certain Continental nations are made, and in addition to this about 500,000 feet of positive is shipped out each week from America, not including West Coast shipments.

Advertising matter, press books, posters, publicity stories and cuts, newspaper ads and exploitation material must be supplied on each picture in every country. Some of this is done in New York, but most of it locally in each nation.

The foreign department issues a house organ for its employees throughout the world, The Foreign Legion Pledge, which serves as a means of contact between the home office and the men in the field. Two magazines, Mensajero Paramount and Mensajero Paramount, are published for exhibitors, in Spanish and Portuguese, respectively. The British organization publishes a magazine, Paramount Service, while that in Australia has The Exhibitor. In Paris is issued The Paramount Journal, for exhibitors in that country.

In recent years the organization has gone into exploitation on a scale comparable to the methods of American sales department. Special exploitation men are stationed at exchanges in Mexico, France, England, Germany, Australia, Argentina, Italy and Japan, helping to carry the message of showmanship to exhibitors in those countries.

Roughly speaking, the foreign department contributes about one-third to the total volume of business conducted by Paramount. Several interesting sidelights on the conditions met with in doing this are furnished in a report prepared by J. H. Seidelman, assistant manager of the foreign department, for the Paramount convention. A few extracts follow:

"Our foreign offices are approximately four to ten months behind United States release dates, and this condition gives us a distinct advantage over the domestic distribution, as we are in most instances able to see all pictures prior to setting them in for release, and thus benefit by the box office tests and results of the pictures in the United States. However, the release of a picture in the United States is but the beginning for us, and by no means does the success of a picture in the United States carry absolute assurance of its popularity in foreign lands.

"Success, like failure, travels fast, and we immediately set the machinery into motion to carry the reasons and psychology of this success to the four corners of the globe. Cables, wires and radiograms flash the good news around the world. Landable reviews of newspapers and critics are trans-

(Continued on page 1369)



# Huge Fund Raised for Florida Relief

## More Than \$100,000 Will be Totaled Through Benefit Shows at Picture Theatres—Publix Circuit Alone Expected to Raise \$75,000

**M**ORE than \$100,000 will be added to the Florida relief fund through proceeds from special performances given at motion-picture theatres in the United States, according to a conservative estimate based on returns, as yet incomplete, from cities and towns throughout the country.

The total receipts from special midnight shows to be staged in theatres on the Publix circuit alone will reach from \$75,000 to \$100,000. Up to Wednesday afternoon Publix headquarters had returns of \$32,000. A check for \$25,000 on that day was sent to the Red Cross committee in charge of the relief fund. These returns represented only partial proceeds from the Publix chain theatres enlisted in the work of raising money for the sufferers from the hurricane which raked portions of Florida and Alabama. Practically all of the \$32,000 turned in to the Publix headquarters in New York up to Wednesday evening was taken in at special midnight matinees last Saturday night. In many of the houses of the circuit it was not practical to hold performances at that time and these theatres, in the aggregate representing a large source of revenue for the relief fund, are expected to swell the total to \$75,000 or \$100,000.

Among the theatres making complete returns to Publix up to the time of this journal's going to press, the Million Dollar Theatre in Los Angeles led with a sum of \$9,000. The Metropolitan Theatre in Boston raised \$7,000 at a Saturday night benefit in which theatre men and stage players of the city cooperated. The Granada in San Francisco provided a total of \$5,680.90; in New York the Publix benefit was held at the Rivoli, which collected \$2,300 at a Saturday midnight show at which many Broadway stage stars appeared; \$963.50 was raised for the fund at the Lincoln Theatre, Lincoln, Neb.

Florida itself is represented in the total to date collected at Publix theatres, for the first show held at the Liberty Theatre in Miami since the storm, given as a benefit for sufferers from the hurricane, brought returns of \$2,223, which immediately were turned over to the local Red Cross committee there by Manager Harry Leah. This performance was held last Monday night.

The midnight show put on by Publix last Saturday at the Chicago Theatre, Chicago, for the benefit of the Florida storm sufferers, proved a great success. In addition to the regular Chicago program, a number of stage celebrities volunteered their services and the entire program lasted for three hours.

The Missouri Theatre, St. Louis, put on a gigantic benefit for the hurricane victims of Florida on Saturday night, September 25. Artists from all of the Skouras theatres donated their services free, as did the musicians and other attaches of the house. An admission fee of \$1 was charged.

Most of the Tampa theatres gave special shows for the benefit of the storm sufferers. The Victory there offered an extra vaudeville show Wednesday evening, with the entire receipts going to the sufferers, the actors, house attaches, musicians, etc., giving their services. The local papers donated

quarter-page ads and gave extra publicity to the show. The Rialto announce a special show with the Shriners getting behind it and helping sell the tickets.

Governor John C. Trumbull of Connecticut issued a proclamation this week opening theatres of the State for motion-picture shows next Sunday afternoon, the proceeds from such performances to be used to aid Florida hurricane victims. The exchanges in New Haven have agreed to furnish more than 200 theatres with screen programs gratis and theatre employees will donate their services for the benefit shows. It is estimated that the picture theatres of Connecticut will raise \$50,000 or more through these benefit shows. The committee working with Governor Trumbull included Lester Tobias, Red Seal Exchange; Harry Goldman, Producers Distributing Corporation; William Scully, Metro-Goldwyn-Mayer, and Joseph Walsh, president of the Connecticut Exhibitors Association.

The New York Hippodrome, K-A's huge playhouse now showing continuous pictures and vaudeville, raised \$12,000 for the Florida fund at the midnight benefit performance last Saturday night. A brilliant program which presented celebrities of the stage was given at this show.

The Wisconsin Theatre, together with the Milwaukee Journal, offered a special midnight performance Saturday, September 25, the proceeds of which were given to the American Red Cross to be forwarded to Florida for relief work among the sufferers. The program consisted of the regular picture, together with special acts from the Miller, Strand, Tower and Modjeska.

The entire box office receipts of the Poli Theatres featuring the Columbia Amusement Company shows on Friday afternoon were turned over to the American Red Cross for the Florida relief fund. S. Z. Poli, assisted by his managers, made this contribution possible.

Watertown, N.Y., responded in wonderful shape last Saturday night to a benefit given at the three Robbins theatres in that city, as a means of acquiring funds for the relief

of sufferers in Florida. The benefit was arranged by Sol Manheimer, and took place in the Avon, Palace and Olympic theatres. It was put on after the regular evening shows.

Exhibitors are winning an abundance of praise in the Kansas City territory through their aid and contributions toward homeless and suffering victims in the Kansas floods of last week.

At the Newman Theatre, through a plan adopted by Bruce Fowler, manager, that theatre is staging special midnight shows as a benefit, while the proceeds of the 11 o'clock shows in the morning are shared with the homeless and suffering victims. Every effort has been put forth, through liberal cooperation of daily newspapers, to make the midnight shows a big success. Incidentally, "The Waning Sex" and Gene Tunney's "The Fighting Marine," special pictures to receive their premiere at the benefit shows, received free publicity aplenty.

E. J. and F. C. Grubel, owners of the Electric Theatre, Kansas City, Kans., contributed \$200 towards a relief fund while scores of smaller exhibitors throughout the State aided in various ways.

But the Newman did not limit its assistance to flood sufferers. Tuesday eight men were killed in a tunnel under the Missouri River at Kansas City. The Newman, through Mr. Fowler, promptly announced that 20 per cent of the receipts of the midnight show Saturday night would go to the families of the workmen. Again the theatre management was praised by the press.

## Mosjoukine's Name Cut For American Audiences

Carl Laemmle has decided that Ivan Mosjoukine's name is a bit too long and complicated for the tongues, ears and memories of the American public which will see his "Michael Strogoff" this year and for that reason the Russian actor will be known in this country as Ivan Moskine.

## Federal Censorship Established in Cuba; Details Not Known; Unexpected Move

**C**ABLE advices were received at the Department of Commerce in Washington, D.C., this week from Commercial Attache Todd, Havana, reporting that a national film censorship has been established in Cuba by government decree. Details of the extent of the censorship will not be known until mail arrives from Havana.

The decree came as a surprise to New York exporters as the President of the Island Republic had indicated he was averse to Federal interference in motion pictures.

Distributors have had considerable difficulty in Cuba of late. The exhibitors' association in Havana attempted to restrict distributors from supplying any non-member theatre within a certain range with films. Distributors paid no attention to the demands. A boycott then developed, but when the distributors remained obdurate in their attitude, the boycott was revoked with certain concessions by each faction. This took place about two months ago.



# Sunday Blue Law Troubles Many States

## Bill Prohibiting Sabbath Pictures to be Introduced in Montgomery, Ala.; Decision Left to Municipalities in Iowa

**P**ROHIBITION of Sunday moving pictures, Sunday baseball and other amusements on Sunday in Montgomery, Ala., will be proposed by a bill which will be introduced during the early days of the regular session of the Legislature in January. This is the quadrennial fight that has been made in the Alabama Legislature for many years. However, it is taken seriously by the opposition this time because of the organization plan that has been perfected and the fact that Bibb Graves, who will become Governor in January, is a Montgomery man and has always been identified with those who have been opposed to an open Sunday.

It became known Monday that the advocates of Sunday closing will begin their fight as soon as the Legislature convenes. Their bill will propose the closing of all amusements that have been permitted to remain open by the city commission. It will have the effect of taking control of Sunday amusements from the law creating the city commission and returning it to the general state law, which prohibits Sunday baseball, moving pictures and other amusements.

Governor Graves will have an important influence in the fight. And the question of senatorial courtesy will enter into it. Senator Charles B. Teasley will represent Montgomery County in the Senate. He is opposed to the measure. He has led each fight against the bill since he has been a member of the Senate.

It is understood every member of the

Montgomery house will oppose the Sunday closing bill. Tyler Goodwin and Thos. E. Martin were outspoken against such a measure during the campaign. L. A. Sanderson and Eugene Carter are also said to be opposed to closing the picture shows and ball games here.

That means that the bill will have to be introduced and championed by a representative from some other county.

If it reaches the Senate, Senator Teasley could appeal to his fellow members not to pass the bill over his protest. However, Governor Graves could make the appeal that the measure should be passed because he is a citizen of Montgomery and carried Montgomery County by a great plurality.

Only two cities in Alabama now permit the showing of Sunday moving pictures and the operation of other amusements on Sunday. They are Montgomery and Mobile. The question of Sunday amusements has long been agitated in Birmingham, but it was submitted to the voters a few years ago and they defeated it by a large majority.

The attempt of Springfield, Mo., exhibitors to test the city Sunday closing law proved futile this week. Springfield is the only large town in the State which is victimized by a Sunday closing ordinance, there being no State law against Sunday shows. W. W. Smith, operator at the Grand Theatre, and five patrons were arrested when Smith opened the theatre for a performance. That night a sign on the door of the theatre announced to prospec-

tive patrons that "the police won in the first round." However, exhibitors plan to continue the fight.

Benjamin Van Dyke, president of Motion Picture Theatre Owners of Iowa, on a visit to Minneapolis last week, described the Sunday show situation in his State. He said that the State law against Sunday shows was left to the municipalities to enforce and that many were allowed to operate.

Some managers have been operating on Sunday in defiance of the law because the fine provided for was not large and it was still profitable to do business.

Pastors in Rockwell City, Ia., have moved for an ordinance assessing fines up to \$100 for showing Sunday.

Walter Peterson of the Empress Theatre, Rockwell City, reports more people attending his theatre Sunday night than any other time.

The hearing of the appeal eases of the three Colorado Springs theatre managers, which was scheduled last Wednesday, was continued for one month. Managers of the Rialto, Burns, and America theatres were fined in Magistrate's Court a month ago for operating on Sunday and taking up a collection. The fine was assessed because of the collection and the theatres continued on Sunday without the collection. After the continuance of the cases until October, a conference was held and it was decided to discontinue the free Sunday shows for the present, probably for the winter months.

# Call Fall Golf Tournament "Best Ever"

## Large Field Plays in Eleventh Semi-Annual Meet of Film Men at Sound View, L. I. Course — Diebel Low Gross Winner

**U**NDER clouded, threatening skies and over a course soaked down by the rains of a showery yesterday, film men drove, approached and putted through what was generally pronounced the most successful tournament in the series so far when the eleventh semi-annual Film Golf Tournament was played at the Sound View course at Great Neck, L.I., last Tuesday. The event attracted a record attendance.

The main event was the Cohens vs. the Kelleys contest, in which the "entire company" participated, the field being divided into two teams, the Cohens led by Elmer Pearson and the Kelleys by A. W. Stebbins. The prizes went to the Cohens, who downed their rivals in the green caps—the Cohen team members sported blue ones. Each member of the winning team in the Cohens vs. the Kelleys contest was awarded with a silver ash tray suitably engraved, you may be sure. The Jack Cosman Cup went to Elmer Pearson as the captain of the winning team. Stebbins was awarded the booby prize as the captain of the losers.

Motion pictures of the event were screened after the banquet, held at the club house in the evening and the climax of an all-day frolic marked by good fellowship, the hail-fellow spirit, and golf that was

good, bad and indifferent, but which nevertheless was primed with the sport and sportive quality. Felix Feist presided as toastmaster at the banquet and in that capacity played in superior form and brilliantly.

Chris Diebel of Youngstown, O., turned in the low gross eard of the tournament with a 77 which won him the Warner Bros. Cup for the best gross score, and in addition the Jules E. Mastbaum Cup for the best exhibitor score. Low net honors went to Fred Curtis of Eastman Kodak with a 71 net, which earned him a leg on the Film Daily trophy, possession thereof until the next contest and the Arthur W. Stebbins Cup. The low gross runner up and winner of the MOTION PICTURE NEWS Cup was Eddie Arnold, of Metro-Goldwyn-Mayer, with a score of 81. J. V. Ritchey, Jr., was the low net runner-up with a 73. Eddie Aarons (M.-G.-M.) carried off the Birdie trophy (F. B. O. Cup) and the putting trophy (Carl Laemmle Cup) went to Eugene Picker (Loew's).

Though rain threatened throughout the day it never put the threat into action and the Film Golf Tournament continued its record of playing each event on schedule without postponement owing to bad weather conditions.

Silent tribute to Joseph (Danny) Dannenber, late editor of The Film Daily and founder of the film golf tournaments, was paid at the banquet. Ralph Kohn outlined plans for the memorial to Danny.

Those who were awarded silver ash trays as members of the winning team in the Cohens vs. the Kelleys contest are:

Walter Futter, Mike Glynn, Millard Johnson, Dr. W. E. Shallenberger, Jas. A. Cron, W. F. Clarke, Samuel Briskin, Geo. Berry, F. W. Crosbie, Fred Mitchell, I. V. Wolfsohn, W. A. Robbins, Harry Suchman, Herman Robbins, Richard Brady, Willard McKay, Eugene Walsh, F. A. Beach, E. S. Gaylor, Frank Tait, E. A. Eshmann, Elmer Pearson, Frank Saunders, Arthur S. Kane, Geo. Blair, W. E. Raynor, A. J. Sawtelle, Harold Bowden, M. Scott, J. V. Ritchey, Osear Neufeld, Max I. Katz, Joe Miles, Leopold Friedman, Harold Raives, Jesse Courlay, Nathan Hirsch, A. C. Gratz, Pat Campbell, J. V. Ritchey, Jr., Wm. Nolan, Wm. Massee, Eugene Picker, Walter Wagner, Paul Gulick, Fred Curtis, Stanley Waite, Frank Pope, Dave Chatkin, Albert Grey, Wm. K. Hedwig, M. Goldberg, Geo. Mueller, Tom O'Connor, Pat Garyn, Geo. Byrnes, John Humm.





The new Parufamet building in Berlin, Germany, where the distribution affairs of Famous Players, Ufa and Metro-Goldwyn-Mayer are now centralized.

## Foreign Sales Dept. Is Complex

(Continued from page 1366)

mitted in all languages through the foreign publicity department. Sales letters convey the quotas and values, and the big picture of the moment in New York, Atlanta or St. Louis becomes the talk of the expectant trade in Budapest, Buenos Aires or Sydney. But it would be indeed an easy road ahead if this success could be multiplied internationally. We have thirty-seven distinct nationalities to cater to with as many principal languages to contend with, and we have learned by experience that what might please the French might be frowned upon by the Swedes, and what might be acclaimed in London may be met with derision and contempt in Mexico.

"With due regard, therefore, to the possibilities of each individual country and the attendant shortcomings prevailing in most foreign countries in respect to the number of representative theatres, we allocate a given percentage to each territory. The total of these percentages represents the average gross foreign income.

"The returns of some of our foreign offices when viewed in terms of dollars may be particularly low in certain instances and may be record-breaking results in terms of the currency of the country, depending entirely upon the existing rate of exchange.

"Our foreign offices, consistent with practicability and local requirements, are operated along lines similar to our own exchanges in the United States. Exchange form and equipment are being standardized, and modern, proved and tried American methods are the keynotes of both our old and newly organized offices."

As illustrative of the methods by which this remarkable organization has grown, and of the growth of foreign distribution generally, a few brief facts may be of interest:

1912: Famous Players Film Company founded by Adolph Zukor, who later went to Europe with a print of the first picture, "The Prisoner of Zenda," to dispose of foreign rights. First foreign exchange

opened in London through the agency of J. D. Walker's World's Films. This was later taken over.

1913: Production expanded by Mr. Zukor. "Prisoner of Zenda" and "Tess of the D'Urbervilles" shown in Great Britain.

1914: Second foreign exchange opened at Liverpool. Emil E. Shauer leaves his export business at succession of Mr. Zukor, and takes charge of foreign department.

1915: Despite confusion in export situation brought by World War, exchanges opened in Birmingham, Manchester and Cardiff.

1916: John C. Graham becomes general foreign representative, Famous Players and

Lasky merge, providing more product. Exchange opened at Rio de Janeiro. Branch opened at Leeds, England. Ingvald C. Oes appointed general Scandinavian representative.

1917: London made distributing center for Europe. New exchanges in Dublin, Newcastle-on-Tyne and Glasgow.

1918: Australasian distribution contract made with Feature Films, Ltd., making service world-wide outside central Europe.

1919: Department of Foreign Publicity and Advertising created.

1920: Several new exchanges opened. Australian branch taken over.

1921: French organization created.

1922: Exchanges opened in Stockholm, Oslo, Copenhagen, Lyon, Strasbourg, Bordeaux, Nancy, Algiers, Batavia, Singapore, Tokyo, Osaka and Kobe.

1923: Earthquake destroys Tokyo office. Central European distribution begun. Berlin office opened. Exchanges started in Mexico City, Guatamala, Rennes, Cairo and Surabaya. Ike Blumenthal made special representative for Europe.

1924: Paramount conventions made international at suggestion of S. R. Kent. New branches opened at Amsterdam, Rome, Tunis, Pernambuco, Porto Alegre, Botucatu, Ribeiro Preto, Sapporo and Hakata.

1925: New company organized to take over distribution in Argentina, Uruguay, Paraguay, Chile, Peru and Bolivia. New exchanges opened at Athens, Sofia and Constantinople, and at Seoul, Korea. New office at Colon, Panama.

1926: Deal closed with Ufa for Germany. Parufamet and Panamet organized. Five new exchanges in Italy opened. Distributing companies taken over in Spain, Cuba, Porto Rico and West Indies.

## Keith-Albee, F. P. Publix, Butterfield Jointly Conduct Mich. Chain of Theatres

BY an arrangement announced this week, the circuit of theatres of the Bijou Theatrical Enterprise Company throughout Michigan known as the Butterfield Circuit will hereafter be jointly controlled and conducted by a three-cornered combination including Keith-Albee, the Famous-Players Publix group, and the present owners represented by W. S. Butterfield. Through this new agreement Mr. Butterfield will have full charge of the management of the houses as formerly with E. C. Beatty as general manager; the vaudeville will be booked through the Keith-Albee Vaudeville Exchange, and the pictures by the Paramount-Publix organization. The latter will include the De Mille-P. D. C. Products in its schedule for these theatres.

The Butterfield Circuit includes the following theatres:—The Arcade, Majestic, Orpheum and Wuerth in Ann Arbor; the Bijou, Regent and Gardner in Battle Creek; the Orpheum, Regent, State, Columbus, Washington, Wenonah in Bay City; the Garden, Palace, Regent and New State in Flint; the Dawn in Hillsdale; the Family and Regent in Iona; the Wuerth and Martha Washington in Ypsilanti; the Regent in Jackson; the Capitol, Regent and State in Kalamazoo; the Capitol, Colonial, Gladmer and Strand in Lansing; the New State (not yet erected) in Muskegon; the Capitol in Owosso; the State and Oakland in Pontiac; the Desmond, Family and Majestic in Port Huron; the Franklin, Regent, Strand, Wolverine, Masonic and Mecca in Saginaw.

Announcement is made this week that arrangements have been entered into whereby Publix Theatres Corporation has obtained an interest in the Butterfield circuit of theatres in the State of Michigan.



# Rothacker Joins Paramount

Becomes Assistant General Manager  
of the Production Department

**W**ATTERSON R. ROTHACKER, for years head of the Rothacker Laboratories, this week assumed his duties as assistant general manager of the Paramount production department.

The acquisition of Mr. Rothacker, who will have his headquarters in the Paramount Home Office with Walter Wanger, general manager of production, was characterized by Jesse L. Lasky as another step in the policy of manning the Paramount production department with the highest type of the most progressive young executives in the business.

"Mr. Rothacker's coming with us," said Mr. Lasky, is a striking illustration of what we have been doing and are trying to do in the way of building the executive personnel of the production department to the highest point of efficiency. During the last year we have acquired B. P. Schulberg, who is now associate producer in our Hollywood studios; William L. LeBaron, associate producer at the Long Island studio; B. P. Fineman, who has just joined our producing forces on the coast; Erich Pommer, whom we brought from Germany to supervise our productions with a European locale, and others.

"I am particularly proud of the fact that Mr. Rothacker is now with us, because when a young business man of his accomplishments and possibilities joins our producing forces it is a distinct compliment to Paramount, because it shows that our organization is of a type that appeals to men of outstanding ability. A young man who has already made a notable name for himself in one phase of the business, as well as a host of friends, Mr. Rothacker is bound to go far in the actual production end of the industry, and we are proud to have him with us."

Mr. Rothacker was equally enthusiastic over his new work.

"I count myself particularly fortunate in having an opportunity for this associa-



Watterson R. Rothacker, assistant general manager, production department, Famous Players

tion with the biggest organization in the business. The work, the scope and the plans of the Paramount producing forces afford immense possibilities for any man who has an appreciation of the developments of this industry in the last year or so."

Although known as a dominating factor in the laboratory business, Mr. Rothacker also has been the producer of several pictures, notably "The Lost World," one of the outstanding specials of last year.

## Nation Honors Name of Gene Stratton-Porter

**T**HE memory of Gene Stratton-Porter, the novelist whose untimely demise two years ago in an automobile accident in California shocked her many admirers, was most auspiciously honored by the National Gene Stratton-Porter Memorial Week which began September 26th. The State of New York planted a memorial forest of 2,000 trees in the Adirondack Forest Preserve.

The forest, located on the Northwest Bay of Lake George, will stand as a living memorial, since trees in the State Forest Preserve may never be cut. Rhode Island, likewise, dedicated a grove of trees on the Barrington Highway close by Narragansett Bay. Both memorials were given the name of "The Magic Garden," the title of the late author's last work now appearing in McCall's Magazine. Throughout various parts of the country there were other plantings and memorial exercises with dignitaries and admirers in attendance.

The Memorial Committee had the cooperation of Doubleday, Page & Co., Grossett & Dunlap, McCall's Magazine and Film Booking Offices. The film company has produced three of the Stratton-Porter stories, "The Girl of the Limberlost," "The Keeper of the Bees" and "Laddie." The company will also produce "The Magic Garden." "Laddie" is in general release this week. The story was adapted by the late author's daughter, Mrs. Leo Meehan, whose husband directed the picture.

## Companies Seek New York Incorporation Charters

Motion picture companies seeking charters to incorporate in New York State during the past week, included the following: Triangle Liquidation Corporation, capitalization not specified, Daniel D. Walton, Lemuel Bannister, William O. Hubbard, New York City; Kings County Theatre Corporation, \$200,000, Charles Beckman, Harry I. Rosen, Sydelle R. Rosenstock, New York City; Plastograph Film Laboratories, \$150,000, C. M. Fliaschnick, William Friedman, Eman Sustick, New York; Vera McCord Productions, Inc., \$500,000, George V. Reilly, Raymond J. Gorman, Harry C. Hand, New York City; Bay Theatre Corporation, \$1,000, Isaac Kafke, Herman Turin, Max Levinthal, Brooklyn; Laekawanna Theatre Operating Corporation, capitalization not specified, Frank D. White, Joseph H. Shome, Mary E. Mockers, Buffalo.

## Futter Buys "Curiosities" From Gaumont Company

While in Paris Walter Futter, president of Futter Productions, Inc., makers of the "Curiosities" series for Educational, concluded arrangements with the original Gaumont Company, the oldest film producing concern in existence, to procure from their vaults many scientific and natural history scenes. These will be incorporated in future "Curiosities," as will also a series of pictures, called "Yesterday and Today," purchased from the Gaumont Company, Ltd., of England.

## Vitaphone Signs Schumann-Heink, Mary Lewis, De Wolf Hopper, Victor Contract

**W**ARNER BROS. and the Vitaphone Corporation concluded four important contracts this week. They signed up Mme. Schumann-Heink and Mary Lewis of the Metropolitan Opera Company and De Wolf Hopper for Vitaphone appearances, and concluded a contract with the Victor Company by the terms of which the Vitaphone Corporation will be the only synchronizing service entitled to the exclusive services of all artists under the Victor Company's control.

The signing of these contracts is in line with the policy of Warner Bros. to secure for the invention, now attracting so much attention, the greatest and most gifted musical and operatic artists of the world.

No definite program has yet been mapped for Mme. Schumann-Heink and Mary Lewis in their appearances before the Vitaphone, but it seems a foregone conclusion one of the numbers Hopper will do will be his celebrated recitation, "Casey at the Bat."

The signing of the Victor Company contract is of the greatest importance to amusement lovers in all parts of the world, as it assures Vitaphone performances of practically all of the greatest artists. The Victor company has contracts with practically all the notables in the musical world. Vitaphone will be the only synchronizing service privileged to show these artists.



# New Circuits in Kansas City, Hartford

**Carver Will Head Kansas Town Chain; \$2,000,000 String Initial Unit for Connecticut Company; "U" Gets Two More Houses**

**N**EW changes in the theatre map are imminent owing to the formation this week of two more theatre circuits, one in Kansas City, Kans., the other a Hartford, Conn., enterprise in which A. M. Shuman and Joseph Walsh are interested. Officials of Universal Chain Theatres Corporation announce the acquisition of several houses.

With the resignation of Samuel Carver as manager of Universal's Liberty Theatre in Kansas City comes the confirmation of the formation of a new chain theatre company, which Mr. Carver will lead. Mr. Carver will be succeeded by A. Rittenburg of New York. The chain company, which will have four theatres in Kansas City, will be backed by Kansas City business men.

The company has not yet been named, but it is understood many theatres will be obtained in Kansas and Missouri in smaller towns. Neighborhood theatres will be constructed in Kansas City at Thirty-third and Main, Fifty-first and Main, Fifty-fourth and Troost Avenue, as well as one downtown house.

A. M. Shuman, Joseph Walsh and others are interested in the organization of a new theatre chain which will have headquarters at Hartford, Conn., and which will buy or build theatres in several of the principal cities of New England. The plan calls for a \$2,000,000 chain as the initial unit.

Messrs. Shuman and Walsh are at pres-

ent owners of the Lyric and Rialto theatres in Hartford, are completing the new Colonial Theatre in that city and have under consideration a fourth playhouse in East Hartford costing \$150,000. In addition they are planning for one theatre each in Springfield, Chicopee Falls, and Worcester, Mass.

Mr. Shuman says that until the new company incorporates, names of the others interested will be withheld. He says the new circuit aims for quality rather than quantity and that the number of theatres in the chain is dependent upon the number of houses which can be secured which measure up to the standards determined upon.

He said that for the present operations would be confined to a radius of 75 miles from Hartford.

John E. Hostettler, who recently controlled a chain of picture houses in and around Kansas City and sold out to the Universal people, is again in the market, having bought up several theatres in the vicinity of Los Angeles. Mr. Hostettler purchased the Victory Theatre in San Diego and is quietly making arrangements, so it is rumored, for two other moderate-sized houses in Los Angeles.

In connection with his own locations, Mr. Hostettler is engaged in the interest of Universal, dickering for a chain of movie houses for that concern. As the Universal has only two houses on the Pacific Coast, one in San Francisco and the other in

Portland, it very much desires to strengthen their theatre department in that territory.

The Universal Chain Theatres Corporation has just acquired two of the biggest and most important suburban theatres in Kansas City, Mo., it was announced yesterday by Al E. Fair, president of the corporation. They are the Madrid, a 1,400-seat house which opened last spring and said to be the finest suburban house in Kansas City, and the Iris, a 1,468-seat house. Both of these theatres are in excellent locations and have been acquired by Universal on a long-term lease. The Universal corporation will take over October 3rd.

The two new theatres form important links in Universal's ever-growing circuit in the Kansas City territory, which includes among others about twenty-five houses of the former Capitol Theatre Enterprises and fifteen of the Sears Circuit.

Warner Bros. have procured a one-year lease on the Capitol Theatre, Sixth and Chestnut streets, St. Louis, Mo., to be used for the presentation of Vitaphone and pictures commencing on October 1.

The Capitol Theatre is owned by the Buland Amusement Company, a subsidiary of Skouras Brothers Enterprises, and is one of the three leading first-run downtown houses. The house has a seating capacity of 1,000 seats on its main floor and balcony.

# Renewed Activity in German Production

**Report 218 Pictures for 1926-27; Advertising Expenditures Increased; Statistics Show Decline in Exports**

**T**HE season of 1926-27 in the German motion-picture world has commenced and both German and American companies are beginning to increase their advertising expenditures, according to a report to the Department of Commerce from Acting Commercial Attache Douglas Miller, at Berlin. The film papers sold in Germany are expanding from two or three pages to fifteen and twenty pages and all carry an increased number of advertisements.

According to reports in one of these journals, 218 German film productions are now announced for the forthcoming season and each day brings reports of additional pictures. The leading subjects for treatment in these films are said to be of a patriotic nature, a statement which is evidenced by the names of some of the productions such as "The German Heart on the German Rhine," "Submarine in Danger," "The Trumpets Are Blowing," "The Emden," "The Last Battle of Captain Franck," "Bismarck," "Autumn Manoeuvres," and other titles of a similar nature. It is predicted in Germany that most of these films will be fairly successful in that country.

The German Government has refused to accede to the request of the Theatre Owners Association that the contingent be altered by requiring two German films to be displayed for every foreign film shown, according to the report. Another proposal,

which also was rejected, was to the effect that when a German compensation film was financed by foreign companies it should serve as compensation for two foreign films of the same approximate length.

There were more than 100 film companies operating in Germany on April 15 of the present year with a gold capitalization of 70 million marks.

While the number of moving picture theatres in Germany has fluctuated considerably during recent years the seating capacity of the existing theatres has shown a steady increase, states the report. In 1918 there were 2,299 theatres in Germany with a total seating capacity of 803,508. In 1920 the number of theatres had increased to 3,731, capable of seating 1,269,205 persons. The following year the theatres numbered 3,851, and the total capacity 1,304,525. In 1924 there were 3,669 theatres seating 1,315,246 persons, and in the following year the number of theatres declined to 2,748 but the capacity of those theatres was 2,037,393.

In 1923 the number of films produced which were over six reels in length totaled 237; in 1924 the number has increased to 376 and in the following year to 473.

In 1921 Germany exported 646 films comprising 836,000 meters; in 1922 474 films comprising 604,000 meters were shipped

abroad; in 1923 the exports totaled 347 films and 536,000 meters; 271 films and 440,000 meters in 1924, and 228 films 474,000 meters in length in 1925. Thus it is seen that exports of German films have declined by nearly one-third in number and by more than 40 per cent in length since 1921.

In contrast to the decline in German film exports the importation of films from the United States has recorded a consistent increase. In 1921 such imports amounted to 134 films comprising 131,000 meters. In 1922, 185 American films 151,000 meters in length were imported; in 1923, 251 films of 189,000 meters were received; in 1924, 276 films of 248,000 meters entered Germany from this country and in 1925, although the number of films imported decreased to 251, their length increased to 384,000 meters. In addition to these films it is stated in Germany that 552 films with a length of 207,600 meters were imported from this country during 1925 as comedies and trick films of various kinds.

These statistics reflect the apparent fact that the German film public is growing, that the picture market is widening and that an increasing volume of films from this country is entering Germany to meet the demands of that market, while the foreign shipments of German films have declined.



## Storm-Damaged Houses Get F. B. O. Credit

**E**XTENSION of unlimited credit to those exhibitors in Florida and other Southern States whose theatres suffered damage as a result of the hurricane which swept over that section of the country, has become operative at F. B. O. exchanges in Atlanta and Jacksonville under an order issued by Joseph P. Kennedy, president of the company. The order was issued by Mr. Kennedy immediately upon his return last Monday from a business trip abroad.

"Wire our branch managers in Jacksonville and Atlanta to notify all the suffering exhibitors that we are standing behind them in their hour of trouble," Mr. Kennedy directed. "Let this word be spread to all of them—not merely those who play our pictures. It doesn't make any difference whether they have used F. B. O. product or not, their credit is good with our company, and we are with them until they get on their feet again."

## 1,200 Scouts in Parade to See "Flaming Frontier"

Twelve hundred children in the uniforms of the Boy and Girl Scouts marched through the streets of New Haven on a recent Saturday morning. They marched to the music of two fife and drum corps and they were preceded by two policemen on motorcycles. The reason? One of Bob Wood's ideas for exploiting "The Flaming Frontier," at the Bijou Theatre. Mr. Wood, a former Universal exploiter, is now handling publicity for the Bijou. All scouts, wearing their uniforms, were invited to a preview of the Universal special.

## Church Features Films in Sunday Evening Service

Motion pictures are being featured in the Sunday evening services of the Congregational Church in Alton, Ill. Rev. J. C. Townsend, pastor, first used the movies a year ago and has been playing to capacity at each performance since that time.

## "Michael Strogoff" at Berlin Mercedes Palast

**U**NIVERSAL has just opened a new theatre in Berlin, according to cables received at the Universal home office, the Mercedes Palast, a 2500-seat house recently completed and located on Utrechterstrasse. The opening program featured "Michael Strogoff" the Universal-Film de France special.

The theatre was built by Oscar Einstein, Universal's agent in Germany, and Fred S. Englander, a Berlin theatre manager. Leo Czutska, a Berlin business man, is the business agent for the theatre company.

The house is unique in that, despite its great capacity, it is a one-floor theatre. The construction of the theatre has been rapid, the property only having been acquired last May. Fritz Williams the architect, is the same who built the UFA Thurmstrasse Theatre and the Piccadilly.



Charles Farrell and Janet Gaynor, the Chico and Diane of "Seventh Heaven," the forthcoming Fox Films special.

## Two Important Leads Chosen for "Seventh Heaven"

The roles of Diane and Chico in the screen version by Fox Films of Austin Strong's successful stage play, "Seventh Heaven," were awarded this week to Janet Gaynor and Charles Farrell. Janet Gaynor, who has the role of Diane which Helen Mencken immortalized on the stage, has appeared in two Fox Films specials, "The Johnstown Flood" and "The Return of Peter Grimm." John Farrell appeared for Fox Films in "Sandy" and was then loaned to Paramount for the lead in "Old Ironsides."

Frank Borzage, who will direct "Seventh Heaven," left Hollywood last week for New York enroute for France where he will spend six weeks of research work concerning pre-war conditions in Paris. Camera-man Ernest Palmer, already in France, will join Borzage upon his arrival there.

## Thieves Successfully Blow Safe of Seattle Egyptian

Thieves who entered the theatre by climbing from a marquee through a balcony window one night last week blew the safe in John Hamrick's Egyptian Theatre, a neighborhood playhouse of Seattle, Wash., and escaped with close to \$1,000 in cash. The safe and the office where it was kept were demolished by the explosion, but the robbery was so well timed that police on the beat had passed just a short time before and were walking toward the opposite direction when the explosion occurred. Its force was further muffled by the thieves, who ripped up two suits belonging to Carl Mahne, the house manager, and stuffed them in the crevices of doors and windows to deaden the sound. The robbery occurred at 3 o'clock in the morning. The loss, representing part of a Sunday's receipts, was entirely covered by insurance.

## Daylight Saving Did Not Hurt Canadian Theatres

Daylight saving ended Saturday, September 25, at midnight, for a number of cities in Eastern Canada, including Montreal, Ottawa and Hull. Exhibitors were not heard to complain when summer time terminated and, for that matter, nobody else raised any objections.

Theatre managers in Eastern Canada did not worry much about daylight saving this year because cool spells and periods of uncertain weather had done much to help summer business, regardless of the hours of the clock.

## Royal Welcome Planned for Carl Laemmle

**W**HEN Carl Laemmle steps down the gangplank of the Berengaria on Thursday afternoon, October 7th, or Friday morning, October 8th, he will be met by an ardent band of enthusiasts consisting of his friends and admirers in the motion picture industry lead by Will Hays, president of the M. P. P. D. The welcome promises to be the finest ever awarded a figure in the industry. A committee is being formed to engineer the festivities. Hays, chairman of the committee, has voiced the sincerity of the reception with the order of "Let's give him a real one—officially, personally and every other way."

In part the welcome will comprise a hearty celebration when the Berengaria docks at the pier. Subsequent activities will depend on the health of the Universal president following his sea voyage.

## Schenectady Managers Beset by Labor Troubles

Labor troubles are harassing the theatre managers in Schenectady, N.Y., through the demands of the operators for a 25 per cent wage increase and which, it is expected, will be followed by similar demands from other employees of the theatres. Schenectady is a thoroughly unionized city and even the scrub women around the theatres belong to a union. During the past week a theatre managers' association has been formed, and several conferences have been held.

Operators are now receiving in Schenectady a wage of one dollar an hour, the regular operator working 48 hours to the week, and the relief operator works 21 hours, making a cost of \$69 a week for the booth.

## Yeggs Again Deplete Safe of Winnipeg Theatre

For the second time within a year the office of the Winnipeg Theatre, Winnipeg, Manitoba, was entered by safe-robbers early on the morning of September 18 and this time the thieves procured more than \$1,500 in currency. The robbers smashed the safe combinations with chisels and heavy hammers. They made their entrance and escape through a convenient window.

## New Five-Year Contract for Wm. Le Baron

**W**ILLIAM I. LE BARON, associate producer at the Paramount Long Island Studio, was this week given a new contract for five years by Jesse L. Lasky. The old contract was voluntarily destroyed and the new one substituted in recognition of Le Baron's management of the production affairs while Lasky was away in California during the past four months.

Le Baron was made associate Paramount producer last fall. Since that time he has been in sole charge of Paramount production activities in the East.



## Arbitration Boards of Canada Settle 40 Cases

**F**ILM arbitration boards have functioned very successfully in Canada in the past few months, according to a report by Col. John A. Cooper of Toronto, president of the Motion Picture Distributors and Exhibitors of Canada, which is affiliated with the Hays organization of New York.

Over 40 arbitration decisions have been made already in Canada by the arbitration boards, which have been established in the six key cities of the Dominion, Col. Cooper announced. These arbitration boards have comprised three representatives of a Film Board of Trade and three representative exhibitors, all in the district concerned. There is a Film Board of Trade in each of the six cities, namely, Toronto, Montreal, St. John, Winnipeg, Calgary and Vancouver. These cover the whole country and they are situated in every city where film exchanges operate. Neutral exchange officials and neutral exhibitors are agreed upon or are appointed for each dispute and decisions are rendered after evidence is submitted. The judgments by these trade courts have been generally recognized throughout the moving picture business in Canada and certain precedents have already been established.



B. P. Schulberg

## SCHULBERG FIVE-YEAR TERM SET To Control Famous West Coast Product

**J**ESSE L. LASKY this week wired B. P. Schulberg his definite assignment as sole associate producer in executive control for Paramount at the West Coast studio for a term of five years.

Mr. Schulberg joined Famous last November and at that time signed a five-year contract which bore a clause permitting the company to terminate the compact prior to December 31 of the present year.

Mr. Lasky's wire to Schulberg said, in part:

"As evidence of our esteem I am pleased to advise that the Famous Players-Lasky Corporation, through me, hereby rescinds so much of its agreement with you as enables it to terminate that agreement prior to December 31st, 1926, as in agreement provided. Our agreement is therefore to be deemed as the agreement for its entire period of five years from January 1st, 1926."

## "U" Production Dept. Active

Filming on 15 of 28 Jewels Scheduled for Season Has Been Completed

**W**ITH more pictures in production at one time than ever before in the history of the company, Universal now looks forward to an early completion of the program scheduled for the 1926-27 season. At present 15 of the 28 Jewel pictures to be released this season have been completed and prints of the majority are in the Universal exchanges.

The remainder of the Jewels are in, or are being made ready for, filming. Among those in work at this time are "Uncle Tom's Cabin," under Harry Pollard's direction, "The Cheerful Fraud," a Reginald Denny vehicle which William A. Seiter is filming; preparations are now under way for the filming by Mel Brown of the fourth of the current Denny series, "The Fourflusher."

Irving Willat has just completed production on the first Richard Talmadge starring picture for this season titled "The Fighting Don," an adaptation of the Max Brand story, "The Black Rider."

Others in work are "Down the Stretch," directed by King Baggot, "Held by the Law," an Edward Laemmle production, "The Silent Rider," a Hoot Gibson feature directed by Lynn Reynolds, "The Wrong Mr. Wright," in which Jean Hersholt will be starred, "Beware of Widows," a Laura La Plante production, and "The Sensation Seekers," featuring Huntly Gordon and Billie Dove.

In a few weeks work will begin on "Too Many Women," a Jewel from Gabriel Renter's story, in which Norman Kerry will be starred. Also, a new Laura La Plante picture is due to go into production at an early date. It will be "The Love Thrill," an auto racing story from the pen of Byron Morgan.

Then, Mary Philbin, is preparing to start work on a new Jewel production, "The Bargain Bride," from a story by A. Brode. This, with the Hoot Gibson Jewels yet unmade, will complete Universal's great Jewel output for the 1926-1927 season.

## Will Produce Film Without Prior Distribution Plans

A radical departure in the production of pictures is contemplated by the firm of Asher, Small and Rogers, who plan to produce Ralph Spence's comedy mystery play, "The Gorilla," without having any definite distribution organization in mind. This method of filming a picture first and then arranging for its circulation is not due to any lack of firms as many organizations have made attractive proposals to Asher, Small and Rogers for the distribution rights of the forthcoming production which achieved popularity in play form.

## Overland, Missouri, Theatre Destroyed by Fire

The Overland Theatre, Overland, Mo., was destroyed by fire on September 20. The blaze spread rapidly because there was no water supply for firemen from Clayton and University City to fight the flames.

The theatre building, a 2-story affair, was valued at \$20,000. Other buildings destroyed included a drug, a garage and two doctors' offices, while a private hospital was damaged. The total loss was estimated at \$70,000.

## National Educator Testing Eastman Classroom Films

Experimental tests of the value of films in educational fields are being conducted at the present time in Rochester, N.Y., by Dr. Thomas E. Finegan, a nationally known educator. The films are made by the Eastman Kodak Company for classroom use. The tests will be tried out in nine other cities.

## Choosing Women "Immortals"

A. M. P. A. to Lunch Those Picked; Committees for 1926-27 Appointed

**M**EMBERS of the Associated Motion Picture Advertisers, Inc., are this week filling in ballots to name the twelve women who have done the most for the film industry. The results will be announced within a week or two at one of the forthcoming A. M. P. A. luncheons to be held at the Mid-Town Hofbrau Haus on Broadway.

A. M. P. A. committee and other appointments for 1926-27 were announced by President Walter Eberhardt at last Thursday's (Sept. 23rd) session of the Associated Motion Picture Advertisers, Inc. They are as follows:

Advisory Council: Glendon Allvine, A. M. Botsford, Howard Dietz, John C. Flinn, Paul Gulick, Arthur James, P. A. Parsons, Victor Shapiro, C. L. Yearsley and Lon

Young. Membership: Paul Gulick, Chairman; C. L. Yearsley and Julian Solomon. Finances: The president, treasurer, secretary and Charles Barrell and Al L. Selig. Publicity: W. E. Mulligan, chairman, and James Zabin. Trustees: Victor Shapiro, 1926-27; Paul Gulick, 1926-28; A. M. Botsford, 1926-29. Entertainment: Bert Adler, Harry Cohen, H. W. Fisher, Russell Holman, Hal Howe, Tom Wiley, the Board of Directors and the Advisory Council. Guests: A. L. Selig, chairman, and Frank Conklin. Auditing Committee: H. C. Bate, chairman; Jacques Kopstein and George Harvey. Art: Vincent Trotta, chairman; J. P. Gourlay, Karoly Gross and Hal Phyfe. A. M. P. A. Quarterly: Morton Blumenstock, editor. Counsellor Chamber of Commerce: Jerome Beatty.



# TUNNEY

*And His*

# The Fighting

Becomes the

# Biggest Bo

Directed by

SPENCER BENNET

# PATHESERIAL



# WINS !!!

*Picture*

# ng Marine

e Season's

# X-Office Bet

Story by

FRANK LEON SMITH

# PATHESERIAL



# *Your House is Known by the*

They tell a story of the man who was probably the most famous financier New York has ever had.

A young man came to him for help in getting a proper start in business in New York. He carried personal letters from a number of the financier's most important business associates, men so high that their requests carried weight.

The financier put on his hat and asked the young man to accompany him. They walked up and down Wall and Broad Streets, the financier chatting with his companion in the most friendly way. Returning to his office he grasped the hand of the younger man and wished him luck.

"But Mr.—," stammered the young man, "Aren't you going to help me?"

"I have already done so," said the financier. "The fact that I have singled you out as my companion on the street has already been reported in a dozen big offices. You can now get what you want in Wall Street."



# Company It Keeps

It was so.

The public sizes up your theatre from the company it keeps, in other words the pictures that it plays.

If you show the best your theatre is rated high, and you get the patronage.

It is not enough to run the best features. The best in short subjects, the best in short comedies, are just as important to your prestige and success as the features.

Do you shop for features and let the rest of your program slide? Have you, in your own interests, had your local Pathe Exchange screen for you those splendid Mack Sennett series of comedies, — the Ben Turpins, Mack Sennetts, The Smith Series and the Alice Days?

Your house is known by the company it keeps. You can get no better prestige than by showing the Mack Sennett product, and *advertising it*.

**ELMER PEARSON**

Vice-President and General Manager,  
PATHE EXCHANGE, INC.



# Four Columbia Pictures Ready

One in Production and Plans for  
Balance of Product Now Formulated

**F**OUR Columbia productions are ready for release, another is being filmed and plans for the balance of product for release this season are well under way, says Columbia Pictures. Production work is being pushed ahead at a rapid pace, so that the entire program for the 1926-27 season will be finished well within the time allotted.

Frank R. Strayer has finished the direction of Douglas Bronston's farce comedy, "When the Wife's Away," in which George K. Arthur has the stellar role. The supporting cast includes Bobbie Dunn, Harry Depp, Ned Sparks, and Tom Ricketts, who do the comedy roles with Dorothy Revier and Ina Rorke playing the feminine parts.

Bert Lytell's second starring vehicle for Columbia, "Obey the Law," is also finished

and in the cutting room. Al Raboch directed this Max Marcin melodrama and the supporting cast includes Eugenie Gilbert, Edna Murphy, Hedda Hopper, Larry Kent, William Welsh and Paul Panzer. "The Truthful Sex," co-featuring Mae Busch and Huntly Gordon, which was directed by Richard Thomas, is also being edited. Albert Shelby LeVine wrote both story and scenario.

Another production in the cutting and titling stage is "Money Isn't Everything," a drama of the stock company directed by Ralph Ince and in which he also plays a leading role. Dorothy Revier, Eugene Strong, Hazel Howell and Armand Kaliz are in the cast. "Paying the Price" is the title of the picture being filmed.

# Four F. B. O. Films Put in Work

"The Desert Legion," "Her Father Said No" and "The Timid Terror" Included

**F**OUR pictures were put into production last week at the West Coast studio of F. B. O. Four more are scheduled for this week and three the coming week. Fred Thomson is starting work on "The Desert Legion," his next special. Another production is a Gold Bond, "Her Father Said No," a feature-length comedy adapted from the H. C. Witwer story, "Charlotte's Ruse." Kit Guard and Al Cooke are the featured players. They have just completed the "Bill Bill's Progress" series of short features.

George O'Hara is also working on fea-

ture comedies, having finished his "The Timid Terror." He plans to start "Jack o' Diamonds," his fourth starring vehicle, in the near future. Tom Tyler will soon launch "Lightnin' Lariats," with Frankie as his small support player. "The Magic Garden," Gene Stratton-Porter's story, is ready for shooting with the late author's son-in-law, J. Leo Meehan, at the directorial helm. "Tarzan and the Golden Lion," another of the Gold Bonds, is to go into work shortly. James Pierce will have the strong man's role. Viola Dana is preparing for her second picture of a series of six. She has just finished working in "Bred in Old Kentucky."

Ralph Ince has finished filming "The Breed of the Sea," Peter B. Kyne's marine melodrama. In the cast are Ralph Ince, Margaret Livingston, Dorothy Dunbar, Pat Harmon, Shannon Day and Kalla Pasha.

## Sid Saylor to Play Newlywed in Universal Series

In six of the "Newlyweds and Their Baby" comedies being made by Stern Brothers for Universal release, the role of Newlywed will be played by Sid Saylor, who has been appearing as George in the "Let George Do It" series made by the same producers. The character of Newlywed was formerly interpreted by Jed Dooley, vaudeville star, in the first seven two-reelers of the series. Saylor will also continue in the "Let George Do It" series, six of which are to be filmed for the 1926-27 season. Ethlyne Clair will continue as Mrs. Newlywed.

## Mabel Julianne Scott Signed For "Stranded in Paris"

Mabel Julianne Scott is the fifth player to be signed for Bebe Daniel's next starring Paramount picture, "Stranded in Paris." The others in the cast aside from the star and Miss Scott, are Ford Sterling, James Hall and Iris Stuart. Three additional roles remain to be filled. Arthur Rosson is directing "Stranded in Paris."

## Sills Elected President of Hollywood Film Guild

The presidency of the newly organized Hollywood Film Guild has been given Milton Sills, First National star and one-time professor. This fills the quota of officers of the organization, which has Carey Wilson and B. P. Schulberg as vice-presidents; Madeline Brandeis as secretary; M. S. Palmer, of Hollywood First National Bank, as treasurer, and Harold Buequet, Henry Herzbrun and James F. J. Archibald as members of the committee.

Sills presided at the first showing of a Guild subject, "The Jack Knife Man" of King Vidor, which was shown in the auditorium of the Hollywood Chamber of Commerce on September 23rd.

The purpose of the Guild, or Little Theatre, movement is to bring to the fore those examples of screen entertainment that are not generally shown to the public; also to welcome any ideas that aid in the advance of the motion picture.

## Klein Returns from Six-Month Trip to Europe

On Tuesday, September 21st, Edward L. Klein, of the Edward L. Klein Corporation, international distributors of motion pictures, sailed from England aboard the Leviathan bound for the United States. During the past six months he has been visiting the principal film centers of Europe. Some of the deals he concluded while over there were the entire 1926-27 output of the David M. Hartford productions released by the American Cinema Association, a series of Big Boy Williams features, an Alaskan production of Captain F. E. Kleinschmidt entitled "Primitive Love"; "Santa Claus," another Captain Kleinschmidt production, and a series of twelve two-reel dramas produced by Joe Rock and released by Chesterfield Pictures.

Klein is planning to return to Europe about the middle of December.

## Rivalry Keen in Robt. Lieber First National Contest

The fourth week of the First National sales contest given in honor of Robert Lieber, president of the company, sees New Jersey's (Eastern division) position of first place being hotly contested. The spirit of keen competition is evidenced by the staunch efforts Cleveland (Southern division) is making to oust New Jersey from first place and regain the lead which she had last week. Minneapolis (Western division) holds third place and Toronto is fourth.

The four exchanges mentioned above are the first in their respective localities. The country was divided in four geographical groups for the purposes of the drive. The leaders at the end of the campaign will receive substantial rewards.

## Helene Chadwick Lead in "Paying the Price"

In the Columbia production, "Paying the Price," the lead will be portrayed by Helene Chadwick. Harland Tucker will also play a prominent part. Pictures in which Miss Chadwick has appeared include "Heartease," "The Sin Flood," "The Dust Flower" and "Little Eva Ascends."

## Dinner Planned for First National K. O. Club

**T**O honor the ten salesmen who will win the K. O. button, the mark of a member of First National's exclusive club and honorary sales fraternity, Richard A. Rowland, general manager of First National, announces a special banquet, limited to the ten K. O. members and ten stars of the film colony. The dinner will be held in Hollywood during the company's spring convention. Rowland will probably act as host, although he has declared that such is not his intention unless he is specifically invited by the ten honor salesmen. No other officials will attend, as the party is strictly a K. O. affair.

The dinner will culminate the series of prizes offered to K. O. button winners, including a generous cash bonus, a trip to New York, augmented insurance and guaranteed advancement to the top ranks. In a letter to all First National salesmen, who will strive with might and main to win the coveted prizes, Rowland pledges his support to the K. O. idea. The K. O. club originated with Samuel Spring, secretary and treasurer of First National, and is heartily supported by A. W. Smith, Jr., Ned E. Depinet and Ned Marin, division sales managers.



## First National's "Men of the Dawn" Completed

"Men of the Dawn," the Carey Wilson production with Milton Sills in the leading role, has just been completed. George Archainbaud directed the story, which is an adaptation of "The Legionary," the Foreign Legion story by Lajos Biro. A site near Guadeloupe was the location for the battle scenes between the legionnaires and the Riffian tribesmen. For this sequence Archainbaud engaged 250 rough riding cowboys and offered special inducements for exciting and spectacular riding. Viola Dana appears opposite Sills and the support is made up of Natalie Kingston, Arthur Edmund Carewe, William V. Mong, Claude King, Charlie Murray, Arthur Stone, Alma Bennett, Montagu Love and William Humphrey. The present First National schedule sets "Men of the Dawn" for release during Thanksgiving week.

## Maynard to Start Fourth for First National Soon

Ken Maynard, the First National Western star, will, in the near future, commence work on the fourth of his series tentatively titled "Somewhere South of Sonora." He has already completed "Flame of the Border," which is now in the cutting room. It will be shipped East for pre-view as soon as the titles are appended and the film curtailed to its proper length. Besides Maynard the list of players in "The Flame of the Border" comprises Kathleen Collins, Tom Santschi, Dot Farley, Sheldon Lewis, Jay Hunt, Florence Turner, Fred Burns, William Malan, Paul Hurst and Tarzan, the horse. Maynard's second production for First National under his contract with Charles R. Rogers, "The Unknown Cavalier," is scheduled for release early in November.

## Universal Abandons Title of "Kiss and Make Up"

As the Century Play Company has a play with the same name, Universal Pictures Corporation has decided not to use the title of "Kiss and Make Up," Laura La Plante's forthcoming picture. Julian Josephson, movie scenarist, wrote the story. It was after the Universal announcements of the picture that the Century Play got in touch with E. H. Goldstein, treasurer of Universal, and called attention to a play by the same name now the property of the Century Play Company. A substitute title for the La Plante film has not yet been selected. William A. Seiter will direct the picture which will probably follow "Beware of Widows" on the Universal production schedule.

## "U" Promotes Phil Dunas as Manager of Denny Sales

Phil Dunas, who managed the Universal exchange at Minneapolis for seven years, has been raised to the position of sales director of Reginald Denny productions. He will establish his headquarters at the Universal home office, where he will manage the sales and exploitation campaigns which Universal is launching on the forthcoming Denny films, starting with "Take It from Me." Dunas' former position of manager of the Minneapolis exchange will be filled by Mark Ross, formerly key and city salesman in that exchange.

# Fox Lists Seven for October

## Versatility of Subject Matter Marks Schedule of Productions Released

FOX FILMS will release seven feature productions during October, each picture of a totally different nature, ranging from a French drama to a Far North thriller, and including the first two productions made in Yellowstone Park.

"The Lily," the first David Belasco play on the Fox program, is the initial release going out on Oct. 3. Belle Bennett has the title role. The original play was by Pierre Wolff and Gaston Leroux and was scenarized by Eve Unsell. Victor Seitzinger directed.

Richard Walling is co-featured with Janet Gaynor in "The Midnight Kiss," to be released Oct. 10. This is the screen transposition of "Pigs," a John Golden presentation. Keene Thompson did the scenario from the Patterson McNutt and Anne Morrison script. Irving Cummings handled the megaphone.

The first two pictures being screened in the National Parks to be shown are "The Country Beyond," adapted from the James Oliver Curwood best-seller, and "The Great K. & A. Train Robbery," a Tom Mix Western, based on Paul Leicester Ford's story. They will be released on Oct. 17. Irving Cummings directed the Curwood story picturization, and Lew Seiler produced the Mix vehicle.

"Whispering Wires," a mystery melodrama by Kate McLaurin, is the Oct. 24 release. It features Anita Stewart, supported by Edmund Burns. Albert Ray directed from a scenario by L. G. Rigby.

Another Belasco presentation, "The Return of Peter Grimm," will go to the screen on Oct. 31, at which time "30 Below Zero," a Buck Jones picture, also will be released.

# Three From Warners in Oct.

## "Across the Pacific" "My Official Wife" and "Private Izzy Murphy"

THREE of the Warner Bros. Twenty-Six Winners for this season will be released during this month. They are "Across the Pacific," which will be on the market this week, "My Official Wife," released on the 16th, and "Private Izzy Murphy," an October 30 release.

Monte Blue is starred in "Across the Pacific," a story of the days immediately following the Spanish-American War, by Charles E. Blaney. Jane Winton has the chief feminine role. Roy Del Ruth directed from a scenario by Darryl Francis Zannuck. Irene Rich and Conway Tearle are starred

in "My Official Wife," which was directed by Paul Stein, European director, from a scenario prepared by Graham Baker and Raymond L. Schrock. It is a picturization of the stage play by A. C. Gunter.

George Jessel, musical comedy stage star, has the stellar role in "Private Izzy Murphy," an original story by Raymond L. Schrock and Edward Clark, for which Philip Lonergan prepared the scenario. Lloyd Bacon directed and the supporting cast includes Patsy Ruth Miller, Vera Gordon, and "Spec" O'Donnell.

# Chadwick Pictures Progressing

## Three of Eleven Scheduled for This Season Complete; Two in Production

REPORTS from the Chadwick studios on the Coast indicate that production on the eleven pictures scheduled

for release this season is going ahead at a rapid pace. To date three on the program have been completed and two are now in an advanced stage of filming. "The Bells," one of the three completed, has been released.

On October 15, "Devil's Island," a story of the French penal settlement for life prisoners, is scheduled for general release. It has already been pre-viewed at the Colony Theatre, New York City.

"April Fool," another of the finished pictures, has also had pre-release runs in many key cities.

The two pictures are "Sunshine of Paradise Alley," and "Shamrock and the Rose." The former is Josephie Quirk's adaptation of the stage play of Denman Thompson.

## "Mortimer's Millions" Johnny Hines' Next Comedy

With Johnny Hines' latest comedy for First National, "Stepping Along," in the cutting room, the tentative title of "Mortimer's Millions" has been set for the comedian's next comedy.

## "The Nervous Wreck" at N. Y. Strand Oct. 10th

THE Mark Strand Theatre in New York City will open October 10th with the metropolitan premiere of "The Nervous Wreck," Al Christie's feature length comedy for Producer's Distributing Corporation release. The Christie film was pre-viewed on the Pacific Coast where it created a favorable impression. A pre-view was also staged in the East at Richmond Hill.

"The Nervous Wreck" features Harrison Ford with Phyllis Haver. In the supporting cast are Chester Conklin, Mack Swain, Vera Stedman, Hobart Bosworth, Paul Nicholson, Charles Gerrard and Clarence Burton. The scenario was prepared by McGrew Willis from the successful farce of Owen Davis. Scott Sidney directed.



# : : : : "THE CHECK-UP" : : : :

"The Check-Up" is a presentation in the briefest and most convenient form of reports received from exhibitors in every part of the country on current features, which makes it possible for the exhibitor to see what the picture has done for other theatre managers.

The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third, the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage figure giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage ratings of all of these reports on one picture are then added together, and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be misleading taken alone, and such individual differences of opinion are averaged up and eliminated.

No picture is included in the list which has not received at least ten reports.

Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
<b>ASSOCIATED EXHIB.</b>						
Camille of the Barbary Coast...	—	6	6	—	55	5,408 Ft.
Skyrocket, The .....	—	8	19	—	61	7,350 Ft.
<b>CHADWICK PICTURES</b>						
Some Pun'kins .....	2	4	6	—	52	7,000 Ft.
<b>FAMOUS PLAYERS</b>						
Aloma of the South Seas.....	—	—	8	2	76	8,514 Ft.
American Venus, The.....	—	5	26	3	68	7,931 Ft.
Ancient Highway, The.....	1	11	24	2	62	6,034 Ft.
Behind the Front.....	1	1	24	24	83	5,555 Ft.
Best People .....	2	13	13	1	56	5,700 Ft.
Blind Goddess, The.....	—	2	18	4	73	7,249 Ft.
Born to the West.....	—	2	17	—	67	6,043 Ft.
Cobra .....	18	10	10	—	38	6,875 Ft.
Crown of Lies, The.....	—	8	6	—	53	5,026 Ft.
Dancing Mothers .....	—	3	25	1	68	7,169 Ft.
Desert Gold .....	—	5	19	2	64	6,900 Ft.
Enchanted Hill, The .....	—	—	17	4	76	6,326 Ft.
Fascinating Youth .....	—	—	10	—	70	6,882 Ft.
Flower of Night.....	2	12	9	—	50	6,374 Ft.
For Heaven's Sake.....	1	10	28	8	68	5,356 Ft.
Golden Princess, The.....	—	13	23	3	62	6,395 Ft.
Good and Naughty.....	—	3	6	1	64	5,503 Ft.
Grand Duchess and the Waiter	—	8	15	9	71	6,314 Ft.
Hands Up .....	2	7	29	—	62	5,883 Ft.
Irish Luck .....	1	4	33	3	68	7,008 Ft.
It's the Old Army Game.....	1	6	9	1	58	6,889 Ft.
King on Main Street, The....	2	9	20	3	62	6,229 Ft.
Kiss of Cinderella, A.....	12	11	17	2	49	9,686 Ft.
Let's Get Married.....	—	—	18	2	73	6,800 Ft.
Lord Jim .....	5	11	15	1	53	6,702 Ft.
Lovers in Quarantine.....	1	11	18	4	62	6,570 Ft.
Lucky Lady, The.....	—	5	7	—	58	5,942 Ft.
Mannequin .....	1	7	24	2	64	6,981 Ft.
Miss Brewster's Millions.....	1	7	9	—	55	6,457 Ft.
Moana .....	3	6	11	1	56	6,133 Ft.
New Brooms .....	2	16	13	—	51	5,443 Ft.
New Klondike .....	2	12	25	1	59	7,445 Ft.
Palm Beach Girl, The.....	—	4	18	5	71	6,918 Ft.
Pony Express, The.....	3	5	32	33	79	9,801 Ft.
Rainmaker, The .....	2	4	14	3	64	6,055 Ft.
Regular Fellow, A.....	4	10	21	5	61	5,027 Ft.
Runaway, The .....	—	5	8	—	58	6,271 Ft.
Say It Again.....	—	2	12	—	66	7,443 Ft.
Sea Horses .....	1	12	19	—	57	6,671 Ft.
Seven Keys to Baldpate.....	2	10	30	1	62	6,648 Ft.
Social Celebrity, A.....	—	5	13	2	66	6,025 Ft.
Song and Dance Man, The....	2	14	13	—	52	6,997 Ft.
Splendid Crime, The.....	2	9	14	—	55	6,069 Ft.
Stage Struck .....	5	16	18	3	52	6,691 Ft.
That Royle Girl .....	—	12	21	4	64	10,253 Ft.
That's My Baby.....	—	4	18	1	62	6,805 Ft.
Trouble With Wives .....	1	11	19	2	60	6,489 Ft.
Untamed Lady, The.....	2	9	14	5	63	6,132 Ft.
Vanishing American, The....	—	4	33	18	78	9,916 Ft.
Volcano .....	1	2	7	—	59	5,467 Ft.
Wanderer, The .....	5	14	17	5	57	8,173 Ft.
Wet Paint .....	5	3	15	—	55	5,109 Ft.
Wild Horse Mesa.....	3	15	35	10	65	7,164 Ft.
Wild, Wild Susan.....	4	17	24	5	59	5,774 Ft.
Womanhandled .....	—	7	25	7	70	6,765 Ft.
Woman of the World.....	1	6	11	4	65	6,353 Ft.
<b>FILM BOOKING OFFICE</b>						
All Around Frying Pan.....	1	5	25	5	69	5,519 Ft.
Arizona Streak .....	—	3	7	1	65	4,540 Ft.
Beyond the Rockies.....	—	1	13	1	70	4,851 Ft.
Blue Streak, The.....	—	2	6	2	70	4,950 Ft.
Born to Battle.....	1	—	15	—	67	5,100 Ft.
Cowboy Musketeer, The.....	1	1	11	—	63	4,500 Ft.
Flaming Waters .....	3	9	12	4	59	6,591 Ft.
Hands Across the Border.....	—	2	12	2	70	5,267 Ft.
Heads Up .....	—	8	4	2	57	5,482 Ft.
Isle of Retribution.....	1	2	5	2	65	6,388 Ft.
Keeper of the Bees.....	—	2	19	19	86	6,712 Ft.
King of the Turf.....	3	6	11	2	58	6,210 Ft.
Last Edition, The.....	1	9	22	4	64	6,400 Ft.
Midnight Flyer, The.....	—	8	21	8	70	6,200 Ft.
Non-Stop Flight, The.....	2	4	8	1	57	5,650 Ft.
Queen O' Diamonds.....	—	4	7	—	59	5,129 Ft.
Ridin' the Wind.....	1	5	31	8	71	7,518 Ft.
Three Wise Crooks.....	1	3	6	—	56	6,074 Ft.
Tough Guy, The.....	—	5	19	10	74	5,454 Ft.
Wall Street Whiz.....	1	2	11	—	62	5,452 Ft.
When Love Grows Cold .....	1	11	7	—	50	6,500 Ft.
Wyoming Wildcat, The.....	1	2	13	1	65	5,156 Ft.
<b>FIRST NATIONAL</b>						
Beautiful City, The.....	1	10	14	1	58	6,466 Ft.
Bluebeard's Seven Wives.....	—	8	19	1	63	7,774 Ft.
Brown Derby, The.....	—	2	7	1	67	6,700 Ft.
Classified .....	1	5	25	7	70	6,927 Ft.
Clothes Makes the Pirate....	1	7	18	—	60	8,000 Ft.
Dancer of Paris.....	1	3	16	2	66	6,220 Ft.
Ella Cinders .....	—	2	7	4	75	6,540 Ft.
Far Cry, The.....	1	4	19	—	63	6,868 Ft.
Girl from Montmartre, The ..	—	8	13	—	59	6,700 Ft.
Her Second Chance.....	1	3	5	—	59	7,000 Ft.
High Steppers .....	—	3	8	—	62	6,136 Ft.
Infatuation .....	3	4	13	—	57	5,794 Ft.
Irene .....	—	2	23	19	82	8,400 Ft.
Joanna .....	1	5	16	5	68	7,900 Ft.
Just Suppose .....	2	6	14	2	61	6,270 Ft.
Kiki .....	—	3	10	6	75	8,299 Ft.
Mademoiselle Modiste .....	—	1	24	1	70	6,230 Ft.
Memory Lane .....	—	4	17	3	69	6,825 Ft.
New Commandment, The....	—	8	25	2	65	6,980 Ft.
Old Loves and New.....	—	5	6	—	56	7,423 Ft.
Pace That Thrills, The.....	2	10	12	—	56	6,911 Ft.
Puppets .....	—	1	9	—	67	7,486 Ft.
Rainbow Riley .....	—	5	21	1	66	6,450 Ft.
Ransom's Folly .....	2	3	6	—	53	7,322 Ft.
Reckless Lady, The.....	—	7	10	—	58	7,336 Ft.
Savage, The .....	—	3	6	1	64	5,000 Ft.
Scarlet Saint, The.....	1	10	6	—	49	6,880 Ft.
Shore Leave .....	—	4	28	5	71	6,856 Ft.
Splendid Road, The.....	1	7	20	1	64	7,646 Ft.
Sweet Daddies .....	1	—	8	2	71	6,562 Ft.
Too Much Money.....	1	7	7	1	56	7,600 Ft.
Tramp, Tramp, Tramp.....	1	1	9	3	76	5,380 Ft.
Unguarded Hour, The.....	—	15	12	2	57	6,613 Ft.
We Moderns .....	1	8	19	6	67	6,609 Ft.
What Fools Men.....	1	7	14	1	63	7,264 Ft.



Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length	Title of Picture	Number exhibitors Reporting "Poor"	Number exhibitors Reporting "Fair"	Number exhibitors Reporting "Good"	Number exhibitors Reporting "Big"	Average Percentage Value	Length
Why Women Love.....	1	7	13	—	58	6,696 Ft.	Prairie Pirate, The.....	—	4	12	—	63	4,617 Ft.
Wilderness Woman, The.....	—	3	7	1	65	7,533 Ft.	Prince of Pilsen, The.....	—	2	7	2	70	6,600 Ft.
<b>FOX</b>							Red Dice .....	1	—	11	1	68	7,257 Ft.
Ancient Mariner, The.....	5	6	4	—	41	5,548 Ft.	Road to Yesterday, The.....	3	8	12	1	55	9,980 Ft.
Best Bad Man, The.....	—	6	15	4	68	4,983 Ft.	Rocking Moon .....	1	2	13	—	63	6,013 Ft.
Black Paradise .....	—	—	10	—	70	4,962 Ft.	Silence .....	1	1	6	2	68	7,518 Ft.
Cowboy and the Countess.....	—	3	11	2	68	5,000 Ft.	Simon the Jester.....	—	6	11	2	64	6,168 Ft.
Desert's Price .....	—	3	4	4	73	5,709 Ft.	Steel Preferred .....	4	4	13	7	66	6,717 Ft.
Dixie Merchant, The .....	—	3	8	—	62	5,126 Ft.	Three Faces East.....	3	4	17	6	67	7,419 Ft.
Durand of the Bad Lands.....	1	—	14	1	69	5,844 Ft.	Unknown Soldier, The.....	—	—	7	9	87	7,979 Ft.
East Lynne .....	1	4	16	1	64	8,653 Ft.	Up in Mabel's Room.....	—	1	6	8	84	6,345 Ft.
Everlasting Whisper, The.....	4	5	19	3	62	5,611 Ft.	Volga Boatman, The.....	—	2	14	15	83	10,050 Ft.
Fighting Heart .....	—	6	13	1	63	7,032 Ft.	Wedding Song, The.....	2	8	10	1	55	7,373 Ft.
First Year, The.....	1	4	8	—	57	5,038 Ft.	Whispering Smith .....	—	1	11	—	68	6,155 Ft.
Fool, The .....	1	3	21	7	72	9,844 Ft.	Without Mercy .....	2	6	8	2	58	6,597 Ft.
Gilded Butterfly, The.....	—	4	8	—	60	6,202 Ft.	<b>STATE RIGHTS</b>						
Golden Strain, The.....	1	7	13	1	59	5,989 Ft.	His Master's Voice .....	—	4	8	2	66	5,700 Ft.
Hard Boiled .....	—	1	9	—	67	5,680 Ft.	Souls for Sables.....	1	4	11	1	62	7,547 Ft.
Iron Horse, The.....	—	6	30	32	81	10,424 Ft.	<b>UNITED ARTISTS</b>						
Johnstown Flood, The.....	—	5	11	3	63	6,357 Ft.	Bat, The .....	—	1	11	5	77	8,219 Ft.
Lazybones .....	3	2	15	2	63	7,236 Ft.	Don Q. Son of Zorro.....	1	2	28	23	81	10,264 Ft.
Man Four Square, A.....	1	—	10	—	65	4,744 Ft.	Eagle, The .....	1	6	16	7	69	6,756 Ft.
My Own Pal.....	—	2	19	—	67	6,058 Ft.	Little Annie Rooney.....	3	3	23	17	76	8,850 Ft.
Palace of Pleasure.....	1	6	7	—	53	5,467 Ft.	Partners Again .....	1	3	8	2	64	5,562 Ft.
Road to Glory, The.....	—	1	12	—	68	6,038 Ft.	Stella Dallas .....	—	2	4	4	76	10,157 Ft.
Rustling for Cupid.....	1	—	10	—	66	4,835 Ft.	Tumbleweeds .....	2	4	18	7	70	7,254 Ft.
Sandy .....	1	8	17	3	63	7,850 Ft.	<b>UNIVERSAL</b>						
Thank U .....	3	—	14	3	67	6,839 Ft.	Arizona Sweepstakes, The....	1	5	16	2	64	5,418 Ft.
Thunder Mountain .....	1	4	10	—	59	7,537 Ft.	Beautiful Cheat, The.....	7	—	12	—	52	6,583 Ft.
Timber Wolf, The .....	—	2	12	5	75	4,869 Ft.	Blue Blazes .....	—	1	14	—	68	4,659 Ft.
Tony Runs Wild.....	1	2	8	3	69	5,477 Ft.	Bustin' Through .....	—	2	12	2	70	4,506 Ft.
Wages for Wives.....	3	3	7	2	58	6,352 Ft.	Calgary Stampede, The.....	—	2	18	6	75	5,924 Ft.
Wheel, The .....	—	7	11	—	58	7,325 Ft.	Call of Courage, The.....	1	2	6	1	62	4,661 Ft.
When the Door Opened.....	5	7	12	—	51	6,515 Ft.	Chip of the Flying U.....	—	1	11	4	76	6,596 Ft.
Winding Stair, The.....	4	6	7	—	48	6,107 Ft.	Circus Cyclone, The.....	—	2	9	—	65	4,609 Ft.
Yankee Senor, The .....	3	2	14	—	50	4,902 Ft.	Cohens and Kellys, The.....	—	3	16	16	81	7,774 Ft.
Yellow Fingers .....	1	3	8	—	58	5,594 Ft.	Combat, The .....	—	3	10	—	63	6,714 Ft.
<b>METRO-GOLDWYN-MAYER</b>							Demon, The .....	—	1	9	—	67	4,539 Ft.
Auction Block .....	2	11	16	—	55	6,239 Ft.	Desperate Game, The.....	—	2	7	5	76	4,400 Ft.
Barrier, The .....	1	3	19	3	68	6,480 Ft.	Goose Woman, The.....	—	6	15	8	72	7,500 Ft.
Beverly of Graustark.....	—	2	32	2	70	6,977 Ft.	His People .....	1	3	10	12	78	8,983 Ft.
Black Bird, The.....	—	3	21	7	74	6,688 Ft.	Home Maker, The.....	6	7	4	—	40	7,755 Ft.
Bright Lights .....	2	12	4	—	45	6,260 Ft.	Little Giant, The.....	3	6	7	—	49	6,929 Ft.
Brown of Harvard.....	2	1	20	10	75	7,600 Ft.	Lorraine of the Lions.....	1	7	14	2	62	6,750 Ft.
Circle, The .....	2	7	5	—	48	5,511 Ft.	Peacock Feathers .....	—	8	6	2	59	5,802 Ft.
Dance Madness .....	—	8	13	2	62	6,393 Ft.	Phantom Bullet, The.....	—	2	8	1	67	6,148 Ft.
Devil's Circus, The .....	—	5	19	4	69	6,750 Ft.	Phantom of the Opera.....	3	7	34	29	77	8,464 Ft.
Don't .....	—	2	12	1	68	6,000 Ft.	Six Shooting Romance.....	—	2	12	—	66	4,869 Ft.
Exchange of Wives.....	—	10	18	2	62	6,300 Ft.	Skinner's Dress Suit.....	2	7	14	3	62	7,025 Ft.
Exquisite Sinner, The .....	1	8	8	—	53	5,844 Ft.	Sporting Life .....	1	8	13	3	62	6,763 Ft.
Go West .....	—	8	15	8	70	6,256 Ft.	Stella Maris .....	—	1	11	1	70	5,786 Ft.
His Secretary .....	—	4	20	10	75	6,433 Ft.	Still Alarm, The.....	—	4	13	3	69	7,406 Ft.
Ibanez' Torrent .....	2	5	13	1	59	6,769 Ft.	Storm Breaker, The.....	2	11	10	—	53	6,093 Ft.
Lights of Old Broadway.....	—	12	20	5	64	6,437 Ft.	Teaser, The .....	2	10	27	1	61	6,967 Ft.
Lovey Mary .....	—	2	10	1	68	6,167 Ft.	Two Fisted Jones.....	3	3	5	1	53	4,555 Ft.
Masked Bride, The.....	—	7	16	2	64	5,699 Ft.	Under Western Skies.....	—	3	13	3	70	6,452 Ft.
Merry Widow, The.....	2	5	21	28	81	10,027 Ft.	Watch Your Wife.....	—	6	4	—	52	6,980 Ft.
Midshipman, The .....	—	3	36	22	78	7,498 Ft.	Western Pluck .....	1	3	5	3	66	4,207 Ft.
Mike .....	—	7	29	8	71	6,755 Ft.	What Happened to Jones....	1	6	15	6	68	6,726 Ft.
Monte Carlo .....	1	6	12	—	58	6,512 Ft.	Where Was I?.....	—	6	26	2	67	6,630 Ft.
Mystic, The .....	2	9	11	2	58	6,239 Ft.	White Outlaw, The.....	—	4	14	5	71	4,830 Ft.
Never the Twain Shall Meet..	—	9	20	5	66	8,143 Ft.	<b>WARNER BROS.</b>						
Old Clothes .....	1	3	21	8	71	5,915 Ft.	Below the Line .....	2	5	11	5	66	5,951 Ft.
Only Thing, The.....	3	6	16	—	57	5,284 Ft.	Bobbed Hair .....	1	7	16	2	62	7,543 Ft.
Paris .....	2	2	8	—	57	5,580 Ft.	Bride of the Storm.....	—	2	11	1	68	6,800 Ft.
Pretty Ladies .....	3	14	23	—	56	5,828 Ft.	Cave Man .....	1	2	10	—	62	6,843 Ft.
Road to Mandalay, The.....	—	1	12	4	76	6,551 Ft.	Clash of the Wolves, The....	—	2	9	2	70	6,230 Ft.
Sally, Irene and Mary.....	—	6	23	6	70	5,564 Ft.	Compromise .....	2	7	4	—	46	6,530 Ft.
Soul Mates .....	4	10	10	—	49	6,000 Ft.	Fighting Edge, The.....	2	2	16	2	65	6,369 Ft.
Sun Up .....	5	8	9	2	52	5,906 Ft.	Hell Bent for Heaven .....	1	1	8	1	66	6,578 Ft.
Time, the Comedian.....	1	9	8	—	52	4,757 Ft.	His Jazz Bride.....	3	3	6	2	57	6,420 Ft.
Tower of Lies, The.....	5	10	16	1	54	6,849 Ft.	His Majesty Bunker Bean....	8	3	4	—	37	7,015 Ft.
<b>PATHE</b>							Hogan's Alley .....	1	4	10	1	61	6,062 Ft.
Black Cyclone .....	—	2	31	16	79	5,058 Ft.	Lady Windermere's Fan .....	1	3	11	3	67	7,612 Ft.
Freshman, The .....	3	2	28	72	89	6,883 Ft.	Man on the Box, The.....	—	2	22	8	76	7,239 Ft.
<b>PROD. DIST. CORP.</b>							Man Upstairs, The.....	—	4	7	1	63	6,251 Ft.
Braveheart .....	1	2	5	7	77	7,225 Ft.	Night Cry, The.....	—	—	18	3	74	6,300 Ft.
Hell's Highroad .....	3	5	13	2	60	6,143 Ft.	Oh! What a Nurse.....	1	2	10	2	67	6,987 Ft.
Madame Behave .....	2	5	10	6	67	5,415 Ft.	Pleasure Buyers, The.....	3	7	8	1	53	7,131 Ft.
Made for Love .....	2	10	2	—	41	6,703 Ft.	Red Hot Tires.....	1	5	13	1	62	6,402 Ft.
Man from Red Gulch .....	—	5	5	—	55	5,437 Ft.	Satan in Sables.....	2	4	12	—	58	6,995 Ft.
Million Dollar Handicap, The.	1	7	13	5	66	6,095 Ft.	Sea Beast, The.....	—	1	10	9	82	9,950 Ft.
People vs. Nancy Preston....	—	7	10	—	58	6,143 Ft.	Seven Sinners .....	2	7	4	—	46	6,880 Ft.



## Clive Brook With Pola Negri In "Barbed Wire"

As soon as he has finished his work in the East opposite Florence Vidor in "The Popular Sin," Clive Brook will entrain for Hollywood, where he will immediately begin work as leading man in "Barbed Wire," a Paramount picture starring Pola Negri. Production is slated to get under way about September 27th. Rowland V. Lee will direct "Barbed Wire" as his first picture for Paramount. It will be an Erich Pommer production, the second to be made in this country by the former head of Ufa. His first was "Hotel Imperial," Pola Negri's latest starring vehicle, on which photography has just been completed.

## Two Sterling Releases for Month of October

Two productions of the Sterling Pictures Distributing Corporation will be released during October, "A Woman's Heart," on October 4th, and "Devil's Dice," on October 18th. The former picture was directed by Phil Rosen and was adapted from Ruth D'Agostino's novel, "The Revelations of a Woman's Heart." In the cast are Enid Bennett, Edward Earle, Gayne Whitman, Julianne Scott, Louis Payne and Lois Boyd. "Devil's Dice," a Banner production, from the Frank R. Adams novel, was directed by Tom Forman with a cast including Barbara Bedford, Robert Ellis, Josef Swickard, Tom Forman, James Gordon and Jack Richardson.

## King Vidor to Direct "The Glory Diggers" for M-G-M

King Vidor, director of "The Big Parade," "La Boheme" and other films for Metro-Goldwyn-Mayer, will direct "The Glory Diggers," an original story by Irvin S. Cobb that deals with a great engineering feat—the building of the Panama Canal. Irvin S. Cobb was brought to California by Irving G. Thalberg, associate studio manager of Metro-Goldwyn-Mayer, some time ago to do a story of the gigantic project. Data concerning the digging of the canal has been assembled by the research department of Metro-Goldwyn-Mayer from the Government archives and from private manuscripts.

## Tiffany Exchanges in Cuba and N. Y. State

THROUGH John N. Weber, assistant general manager in charge of foreign sales, Tiffany Productions, Inc., made known the establishment of two new Tiffany exchanges, one in Havana, Cuba, and the other in Albany, New York State.

The Tiffany exchange in Cuba is located at R. M. de Labra, 33, and will be in the charge of E. Carrea, who has heretofore been operating a leading film exchange in Cuba and the Rialto Theatre in Havana which theatre will show the twenty Tiffany productions. Carrea is also managing director of Casa Carrera y Medina.

The Albany exchange is located at 1048 Broadway with Sam Burns as manager in charge. The exchange will handle all the business embraced in the Albany territory pertaining to sales and shipment from Tiffany of films on the 1926-27 production program.

## Watt L. Parker to Tour Warner Exchanges

FOLLOWING closely upon the premiere of Syd Chaplin's "The Better 'Ole," and the Vitaphone, at the New York Colony on October 7th, Watt L. Parker, director of advertising and publicity for Warner Bros., will start on a trip which will cover all of his company's exchanges, his ultimate destination being the West Coast as far North as Seattle. Parker will see that the field men are fully informed concerning advertising and publicity campaigns planned by Warner Bros. for the twenty-six productions on the season's schedule, the road show attractions and the Vitaphone.

As Parker has been spending the past several months preparing the advertising and publicity campaigns for 1926-27, he will, after finishing the business end of the trip, enjoy a vacation of a few weeks on the Coast and will return to his desk at the Warner Bros. home office around the first of next year.

## Chadwick Has Special Aids for "April Fool"

Chadwick Pictures Corporation is offering a special line of accessories in Jewish characters in conjunction with April Fool, the third First Division for the present season, which goes to exhibitors on November 15th. "April Fool" is an adaptation of "An April Shower," a stage success of several years ago by Edgar Allan Woolf and Alexander Carr. Carr in the film portrays the same role he created on the stage. His characterization is expected to prove popular in Jewish communities. Chadwick is offering lithographs, heralds and window cards for this purpose.

## G. Brockwell Has Supporting Role in "Long Pants"

Gladys Brockwell and Al Roseoe are the only players selected thus far to appear in support of Harry Langdon in the latter's "Long Pants," his third starring vehicle for First National. Although only three people figure in the story to date much progress has been made in the filming of the feature comedy, according to William H. Jenner, general manager of the Harry Langdon Corporation. "Long Pants," is the first production to be made by Langdon at the Burbank First National studio. The story was written by Arthur Ripley. Frank Capra is directing.

## Lumas Releasing "Winning Wallop" During October

"The Winning Wallop," the Lumas Film Corporation starring William Fairbanks, was released during the latter days of the month of October. It was originally scheduled for November release but due to the request of many exchanges the date was changed. The cast of "The Winning Wallop" includes Crauford Kent, Jimmy Aubrey, Charles K. French, Melbourne McDowell, Frank Hagney, Shirley Palmer and Leroy Mason. The production was directed by Charles Hutchinson and produced by Camera Pictures Corporation.

## Complete Cast for Lyon's "Not Herbert" Announced

The complete playing roster of Ben Lyon's next for First National, "Not Herbert," which Ray Rockett is producing at New York, has just been made public. Besides Lyon, who is the featured player, Pauline Starke has the principal feminine role. The others are Sam Hardy, Virginia Lee Corbin, Lloyd Whitlock, Diana Kane, Tammany Young, Charles Craig, Christine Compton, Byron Douglas and Helen Rowland, a little newcomer to the screen. Howard Higgin is directing "Not Herbert" now in its second week of production. It is an adaptation of Howard Irving Young's stage play of the same name.

## Michalove in New York for Candler Decorations

Dan Michalove, assistant sales and theatre manager for Universal in the South-east, has arrived in New York to close with various firms for decorations and fittings for the new \$1,000,000 Candler Theatre in Atlanta, which is to be about the best in Universal's chain of theatres.

Michalove will look after the painting, seats, decorations, floor coverings, scenery, pipe organ, projection equipment, refrigerating system and other necessities. He reports that the theatre is well along in production, being almost ready for interior work.

## Roy D'Arcy Signs Exclusive M-G-M Contract

Roy D'Arcy, polished heavy of the screen, has signed a new contract with Metro-Goldwyn-Mayer by the terms of which he will appear only in pictures of that company. Before D'Arcy was discovered as a screen possibility and cast for the role of crown prince in "The Merry Widow," he was at various times a traveler, musician, rancher and stage star, explorer and writer. He has played important parts in "La Boheme," "The Masked Bride," "The Temptress" and has been recently cast for a featured role in Mae Murray's "Valencia."

## Sax Celebrates Lumas-Gotham Anniversary

SAM SAX, president of Gotham Productions and Lumas Film Corporation, is celebrating this week the third anniversary of his entrance into the motion picture industry as an independent producer and distributor. His friends and business associates have been sending him many messages of congratulation upon the growth and success of his organization.

Sax is now working on a nationalization plan for Gotham Productions. Five exchanges are known as Gotham exchanges and applications for future franchises are more than the available supply. Over ninety per cent of the original franchise holders who did business with Sam Sax during his first year in business are still active customers and firm friends.



# WARNING

**W**ARNER BROS. produced and own  
"DON JUAN," starring John  
Barrymore.

**N**O OTHER Producer, Distributor or  
Exhibitor has authority to use this  
title for any other motion picture.

**A** CURRENT release is being so ad-  
vertised as to tend to *mislead* the  
public into believing that it is "DON  
JUAN."

**T**AKE NOTICE that we will hold any  
Producer, Distributor or Exhibitor  
responsible for the unauthorized use of  
this title, and will take appropriate action  
against them.

**WARNER BROS. PICTURES, INC.**



## Huge Technical Force to Aid in Filming of "Wings"

When the battle of St. Mihiel in the Paramount special "Wings," is filmed there will be twelve cameras in airplanes and six at the top of a parallel one hundred feet in height to reproduce the battle scenes which form the climax of the Paramount roadshow depicting the American airman in the late war. More than eight thousand men will take the part of the troops on the ground and three hundred planes will re-enact the historic battle.

## Clyde Cook in Next Pola Negri Picture

Clyde Cook, well known acrobatic comedian of stage and screen, will provide comedy relief of a unique variety in Pola Negri's next starring vehicle for Paramount, "Barbed Wire."

Rowland V. Lee will direct this Erich Pommer production, to be the screen adaptation of Hall Caine's tale, "The Woman of Knoekaloe." Others already selected for the picture are Clive Brook, Paramount featured player, and Gustav von Seyffertitz.

## First National Secures Novel and Short Story

First National Pictures have closed contracts covering the world's motion picture rights to "The Light of Searthy," the novel by Agnes and Egerton Castle. This novel of the last decade will be given a modern picturization. The story concerns war, a bootleg and hi-jacker plot and romance.

First National has also purchased the late Gerald Beaumont's story, "Said With Soap," for screen purposes.

## Paramount Engages Estelle Taylor for "New York"

To the featured list of players in Paramount's "New York" has been added Estelle Taylor. Work will be started on the feature within a few days with Luther Reed directing at the Astoria studio. Other featured players in "New York" are Ricardo Cortez, Lois Wilson, Mary Alden and William Powell. The story was written by Barbara Chambers and Forrest Halsey, who also did the screen adaptation.

## Von Stroheim Resumes on "The Wedding March"

Production has been resumed on "The Wedding March," the Paramount special now being made at the Associated studio under the sponsorship of P. A. Powers. The production was halted two weeks ago when Director Erich Von Stroheim was taken ill by a severe throat infection which his physician diagnosed as tonsillitis but which failed to respond to the usual treatment.

## Preparations Under Way for F. B. O. "Wisecrackers"

Paul Gangelin is now at work on the continuities of the "Wisecrackers," the second series of F.B.O. Comedies scheduled for the 1926-27 program. James Wilkinson, production supervisor of comedies at the F.B.O. Studio, announces that the series will feature the two F.B.O. stock comedians, Kit Guard and Al Cooke.

# Seven Tiffany Films Completed

Four Others Now in Production; Casts for Remaining Pictures Assembled

WITH the last scene for "College Days" filmed, Tiffany Productions has now completed seven of the features scheduled for the 1926-27 program. Four others are now in work and casts are being chosen for the remainder of the product for this year. The pictures thus far completed include "Lost At Sea," suggested by the Louis Joseph Vance story, "Mainspring," directed by Louis J. Gasnier; "That Model From Paris," suggested by the Gouverneur Morris story, "The Right to Live," and directed by Louis J. Gasnier; "Fools of Fashion," suggested by the George Randolph Chester story, "The Other Woman," and directed by James C. McKay; "College Days," by A. P. Younger, directed by Richard Thorpe under the personal supervision of the author.

"The First Night," a farce comedy by Frederica Sagor, directed by Richard Thorpe; "One Hour of Love," based on the story of the same name by Leete Renick Brown, directed by Robert Florey. "Joselyn's Wife," suggested by the story of the same name by Kathleen Norris, starring Pauline Frederick; directed by Richard Thorpe.

Casts are now being assembled for "Sin Cargo" with Shirley Mason and Robert Frazer already engaged for the principal roles, "Enchanted Island," "Lightning," by Zane Grey, and "Redheads Preferred," by Douglas Bronson.

Preparations are also under way for the filming of the Tiffany special, "Wild

Geese," from the novel of the same name by Martha Ostenso. The adaptation is by A. P. Younger.

The other pictures scheduled are "Flaming Timber," "The Broken Gate," suggested by the novel of the same name by Emerson Hough; "Snowbound," "Song of Steel," "Squads Right," by A. P. Younger, "The Life of a Woman," by Guy de Maupassant, "Tale of a Vanishing People," by Rex Beach, and "The Husband Hunters."

Special advertising and exploitation campaigns are being prepared for every one of the Tiffany productions, and in addition a national advertising campaign has been inaugurated covering every part of the United States, it is said.

## Barthelmess Completes "The White Black Sheep"

Richard Barthelmess has finished work on his latest First National picture, "The White Black Sheep." The general release date for the new production is December 19th. After the cutting and editing on the film have been finished the prints will be shipped East for pre-views. In "The White Black Sheep" will be seen Patsy Ruth Miller in the leading feminine part, Constance Howard, Erville Alderson, William H. Tooker, Gino Corrado, Albert Prisco, Sam Appel, Col. G. L. McDonell and Templar Saxe. Sidney Oleott directed. The story is an original by Violet E. Powell.

# Almost All M.-G.-M. Units Busy

Majority of Pictures Now in Production Scheduled for Release in Spring

WITH practically every director, contract and stock player working at the Metro-Goldwyn-Mayer Culver City studios the production executives have their hands full. Most of the pictures now being filmed are scheduled for late Winter or early Spring release.

At least two will be road-showed and others will be marketed as specials. Productions in work at present include "The Mysterious Island," Hunt Stromberg's production of the Jules Verne story which will be filmed in Technicolor under direction of Benjamin Christian; "Annie Laurie," an Irving Thalberg production starring Lillian Gish, "Flesh of the Devil" directed by Clarence Brown, and "The Understanding Heart," directed by Jack Conway, a Cosmopolitan production.

Another Cosmopolitan picture is "The Flaming Forest," directed by Reginald Barker under supervision of Hunt Stromberg. "Valencia," written and directed by Dimitri Buchowetzki, is to be one of the most elaborately staged productions on the program. John M. Stahl is directing "The Great Galeoto," which Thalberg is producing. Sam Taylor's initial directorial effort for M.-G.-M. "Exit Smiling" is in work; this is a Harry Rapf production.

Rapf is also producing "Red, White and Blue" with Edward H. Griffith at the di-

rectorial helm. Bernard Hyman, assistant to Thalberg, has four productions under his supervision, including "War Paint," "The Taxi Dancer," "Slide, Kelley Slide" and "A Little Journey."

Stories being prepared for filming include "The Red Mill," a Cosmopolitan picture, "Friseo Sal," "The Grey Hat," "The Magician," a Metro-Goldwyn-Mayer production, and "Faust," an Ufa picture, are also on the list.

Productions ready for release early in the new season are "Tell It to the Marines," "The Temptress," "The Fire Brigade," "Upstage" and "Tin Hats."

## Equipment for Sale

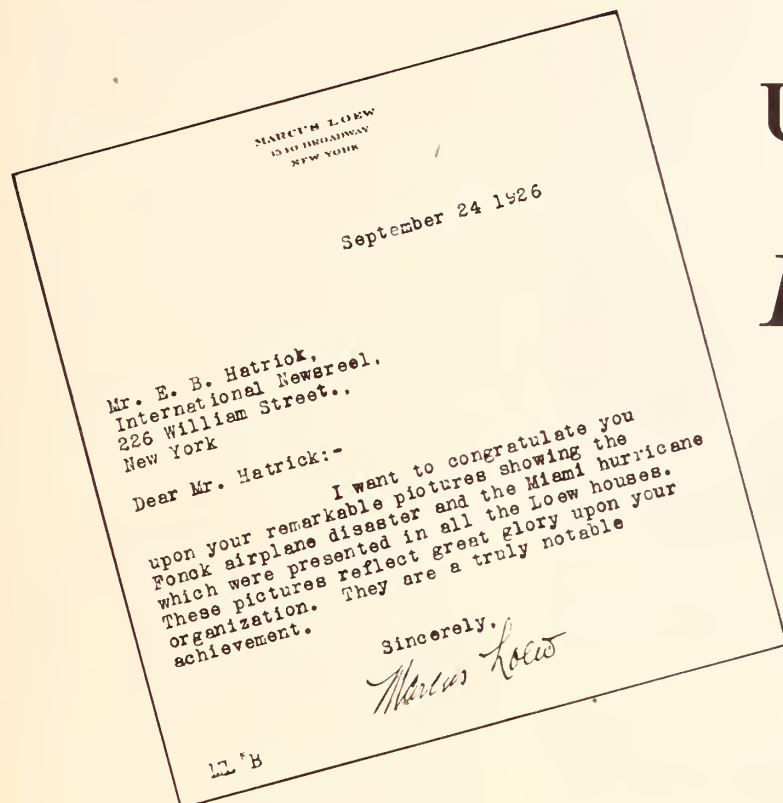
Everything for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

CLOTH BANNERS: \$1.40, 3x10, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Banners. Associated Advertisers, 111 W. 18th Street, Kansas City, Mo.



# A HURRICANE of PRAISE!

on the  
**Unbeatable Service**  
of  
**International**  
**Newsreel**  
on the  
**Florida Hurricane**  
and  
**Fonck Disaster**



## Here are a few typical commendations from an army of delighted exhibitors:

"CONGRATULATIONS AGAIN! WE WERE FIRST in St. Louis with pictures of Florida hurricane and Fonck plane disaster. It seems regular habit for International to scoop on all big events. More power to you."—Harry Greenman, Mng. Director Loew's State Theatre, St. Louis.

"CONGRATULATIONS FOR GIVING US FIRST pictures of Florida tornado and Fonck airplane disaster. This is a wonderful service."—Eddie Ruben, Minneapolis, Minn.

"INTERNATIONAL'S FLORIDA PICTURES FIRST in Atlanta."—Howard Theatre, Atlanta, Ga.

"INTERNATIONAL NEWSREEL'S FLORIDA disaster pictures shown on our screen Tuesday, Sept. 21st."—B. S. Moss' Colony Theatre, New York, N. Y.

"INTERNATIONAL NEWSREEL NO. 77 WITH first Miami and Fonck airplane pictures greatest ever presented. Such initiative and enterprise most praiseworthy."—S. J. Negory, Albany, N. Y.

"INTERNATIONAL NEWSREEL FIRST IN FIELD with Fonck disaster and Florida tornado. You are to be congratulated."—Uly Hill, Mng. Director, Strand Theatre, Albany, N. Y.

"INTERNATIONAL NEWSREEL TO BE CONGRATULATED for such remarkable service as given us on Miami storm and Sikorsky plane disaster. Florida tornado scenes received much favorable comment from our patrons, both on the early showing and the selection of the shots."—The Arsenal Theatre, St. Louis, Mo.

"CONGRATULATIONS FOR HAVING FIRST PICTURES showing in Oklahoma City on Fonck plane disaster and Florida tornado. I incorporated these news scoops in special newspaper ads, and they brought many additional patrons."—Liberty Theatre, Oklahoma City, Okla.

*Speedy service rendered on Fonck's disastrous flight and Florida tornado scenes deserve sincere congratulations. Missouri Theatre with International Newsreel beat all other theatres. Current issue without doubt finest from every angle ever released by any company. Skouras Brothers, Missouri, Theatre, St. Louis, Mo.*

*Thanks to International Newsreel's excellent service, West Coast were able to show ahead of all competitors Florida hurricane, Fonck airplane disaster and Dempsey-Tunney meeting. This service was greatest I have ever known. Congratulations and thanks. A. M. Bowles, Gen. Mgr. West Coast Theatre, Los Angeles, Cal.*

"INTERNATIONAL NEWSREEL WAY AHEAD OF any other newspaper with pictures of Florida tornado and Fonck airplane disaster. Please accept sincere thanks."—D. M. Bain, Victoria Theatre, Wilmington, N. C.

"CONGRATULATIONS ON MARVELOUS PICTURES Miami tornado and New York-Paris airplane disaster. We were first with these pictures. The service unbeatable."—Howard Price Kingsmore, Vendome Theatre, Nashville, Tenn.

"CONGRATULATIONS ON FLORIDA DISASTER and Fonck airplane crash showing today hours ahead of nearest competitor."—P R Tourney, Plaza Theatre, Sioux City, Iowa.

"CONGRATULATIONS ON INTERNATIONAL'S scoops on Florida hurricane, New York-Paris plane crash and Dempsey-Tunney ring scenes. Was able to show these ahead of all competitors. Many thanks."—E. V. Tracy, Laughland Theatre, Long Beach, Cal.

"CONGRATULATIONS ON WONDERFUL SERVICE on Florida disaster, Fonck plane accident and Dempsey-Tunney scenes."—Dwight Hall, Superba Theatre, San Diego, Cal.

"INTERNATIONAL NEWSREEL NO. 77, WITH Florida pictures, finest proof most remarkable service. Its value of contents is of such high rating that for first time in history Wisconsin Theatre is featuring International Newsreel in same class as full length feature attraction. Congratulations."—E. J. Weisfeldt, Production Manager, Savoy Wisconsin Theatre, Milwaukee, Wis.

"THANKS FOR GREAT SERVICE ON BOTH Miami storm and Fonck plane disaster. Such enterprise is appreciated greatly."—Ed. Trinz, Chateau Theatre, Chicago.

"CONGRATULATIONS ON BOTH STORM AND Fonck plane disasters. Another striking example of International Newsreel enterprises and service."—Dave Rice, Jackson Park Theatre, Chicago.

"ANOTHER SCOOP CREDITED TO INTERNATIONAL enterprises. Great work. Many thanks."—Lester Retchin, Howard Theatre, Chicago.

"AUDIENCE ACCLAIMED INTERNATIONAL'S pictures of Fonck plane and Florida storm great example of International Newsreel enterprises. Many thanks."—Bob Grubiner, De Luxe Theatre, Chicago.

"AS USUAL FIRST WITH THE LATEST."—Lou Winkelman, Haymarket Theatre, Chicago.

"ENTERPRISE DISPLAYED IN MIAMI STORM picture worthy of great praise. Your Fonck plane picture remarkable. Congratulations."—J. J. Cooney, Pres., Cooney Bros. Theatres.

"CONGRATULATIONS ON INTERNATIONAL Newsreel No. 77, which arrived this morning. Is a knockout and one of the most timely ever released."—John D. Howard, Capitol Theatre, Davenport, Iowa.



# Court Finds "Bad Men" For Ballyhoo

## Open Letter Sent to Magistrate Offering Jobs Exploits Show

THE Louisville engagement of "Three Bad Men" at the Strand Theatre, that city, received a smashing campaign at the hands of Manager Fred Dolle and the Fox exploitation force.

The opening shot of the campaign was fired with an open letter read in the local criminal court by Judge Eugene Daily, whereby Mr. Dolle expressed his desire to employ three bad men for advertising purposes. At the close of court, word was dispatched to Mr. Dolle stating that another day's harvest of derelicts would have to be reviewed to find three bad men to aid him. Next day this story broke, the local newspapers stating that there were no bad men in all Louisville.

A novel "ad" in eighteen point type was placed in the classified section of the newspaper and immediate results were obtained.

Twenty thousand doorknob hangers and one thousand special teaser tack cards were printed. The hangers contained a three and a half inch number "3" and the balance of the copy in smaller type. The tack cards were the regular window card size and contained the following copy: "Look out—3 Bad Men are coming," also "Warning—3 Bad Men are coming to town." In order to properly circulate these accessories, another novel "ad" was placed in the newspapers calling for two hundred boys to earn free tickets distributing them. The results were more than expected, as every section of the city was completely sniped.



The fire department of Birmingham assisted the Fox exploitation man in hanging a giant streamer banner on the Florence Hotel to exploit "3 Bad Men" at the Lyric Theatre, Birmingham

## Cut-out Displayed on Easel Makes Attractive Lobby

Manager G. M. Pedley, of the Strand Amusement Company's interests in Owensboro, Ky., as a stimulator for "Mlle. Modiste" for its run at the Empress Theatre, used a cut-out with easel back of the star, made of beaver board, using a three sheet.

## Lobby Movie Cabinet Now Feature of Hipp Display

The New York Hippodrome, Keith-Albee house now showing pictures and vaudeville on a continuous program, is "advancing" the showing there next week of "Gigolo" with a Vitalux Display Cabinet, which shows daylight motion pictures and stills from the production itself. The display cabinet, which has been installed at the Hippodrome by the Automatic Movie Display Corp., of New York, occupies a prominent place in the front of the house. According to observers investigating the attraction value of the display, it is estimated that each day from 3,000 to 5,000 people witness the running of the two-minute "trailer" and the eleven still pictures exhibited in the machine, which operates continuously.

The Vitalux cabinet will be retained as a permanent display feature.

## Short Comedy Featured On Opening Bill at Irving

Every now and then evidence comes to light which proves that the short comedy is fast coming into its own as a program unit which is being given display space regularly in newspaper advertising copy. This statement is exemplified in the opening of the new Irving Theatre, San Francisco, a house seating 1,500, when W. Harold Wilson devoted three-fourths of the newspaper advertising space to the comedy, "The Hansom Cabman," featuring Harry Langdon. A Pathe cornerblock illustration was used, giving the short comedy the only break in this respect. The comedy was also featured on the marquee.



Featuring photoplays at the New York Hippodrome. Photos above show the huge banner which flashes the word that the big playhouse is the home of Cecil B. De Mille productions, suspended on the 43rd Street side of the building, and at the right, the display exploiting forthcoming Producers Distributing Corporation pictures in the window adjoining the entrance



# Newspaper Seeks "Unbobbed" Beauty

## Contest Carried for 3 Weeks in Sydney, Australia Newspaper as Stunt for "Don Q, Son of Zorro"

FROM SYDNEY, Australia, comes the report, accompanied by documentary evidence in the form of newspaper clippings, presenting a mass of publicity for the showing of "Don Q" at the Crystal Palace Theatre, that a contest to find the most beautiful "unshingled" girl or woman of the city caught the interest and enthusiasm of the public as few "stunts" or newspaper contest tie-ups ever do. The question "is woman's 'erowning glory' more glorious bobbed or un-bobbed," agitates Australia as violently as it does America, and England and France, and Germany and Italy for that matter. At any rate, the tie-up between the Crystal Palace and the Sydney "Evening News" "caught on" like wildfire and for a stretch of 18 days occupied a feature position in the daily issues of the paper.

The idea is a variant of the "bobbed hair" theatre contests which have been used by exhibitors in this country with a number of pictures, notably with "Bobbed Hair," in which Marie Prevost starred. However, in the case of the Crystal Palace the contest was used as an advanced newspaper publicity stunt, and in this way worked up a great amount of interest in the forthcoming showing of "Don Q."

The mechanics of the stunt were simple enough. The theatre offered a prize of about \$100 to be awarded the "unshingled" girl or woman judged the prettiest. In addition to the cash prize, the winner was to be offered a leading part in the prologue staged with "Don Q" at the Crystal Palace, with a salary of \$40 a week.

The newspaper found the stunt an excellent feature, and daily many photographs sent in to the judges were reproduced. In this way full pages of publicity were ac-

### "Sparrows" Featured in New York "Bob" Contest

A CONTEST patterned after the one used in Sydney, Australia, and described in the article on this page, created widespread interest in New York, where it was featured by the "New York Telegram" in conjunction with Mary Pickford's picture "Sparrows," currently showing at the Mark Strand on Broadway.

The "Telegram" contest featured the question "To Bob or Not to Bob," and offered prizes for the best essays by women of shingled or unshingled tresses on why they preferred the style they affect. The contest ran for a week, concluding last Tuesday, during the second week's run of "Sparrows" at the Strand, when the winners were announced. It was liberally supported by the newspaper, which gave generous space to selected letters and articles during the run of the contest. Thousands of letters were received by the newspaper. Mary Pickford's reasons for not bobbing her hair was one of the feature articles printed on the last day of the contest.

corded the contest frequently during the course of the competition. News stories and feature articles giving data concerning the attitude at the Court of St. James with regard to bobbed hair, which may not be seen at Court functions owing to Queen Mary's decision against the "shingle," and other items of this sort appeared frequently during the run of the contest.

The whole-hearted and clever manner in which the "Evening News" handled the

stunt was largely responsible for the tremendous interest created in Sydney by the "Don Q" beauty contest.

The announcement of the contest as printed by the "News" is quoted below because it describes fully the entire plan under which the Crystal Palace obtained a three weeks' intensive campaign as a result of the "unshingled contest."

The announcement reads:

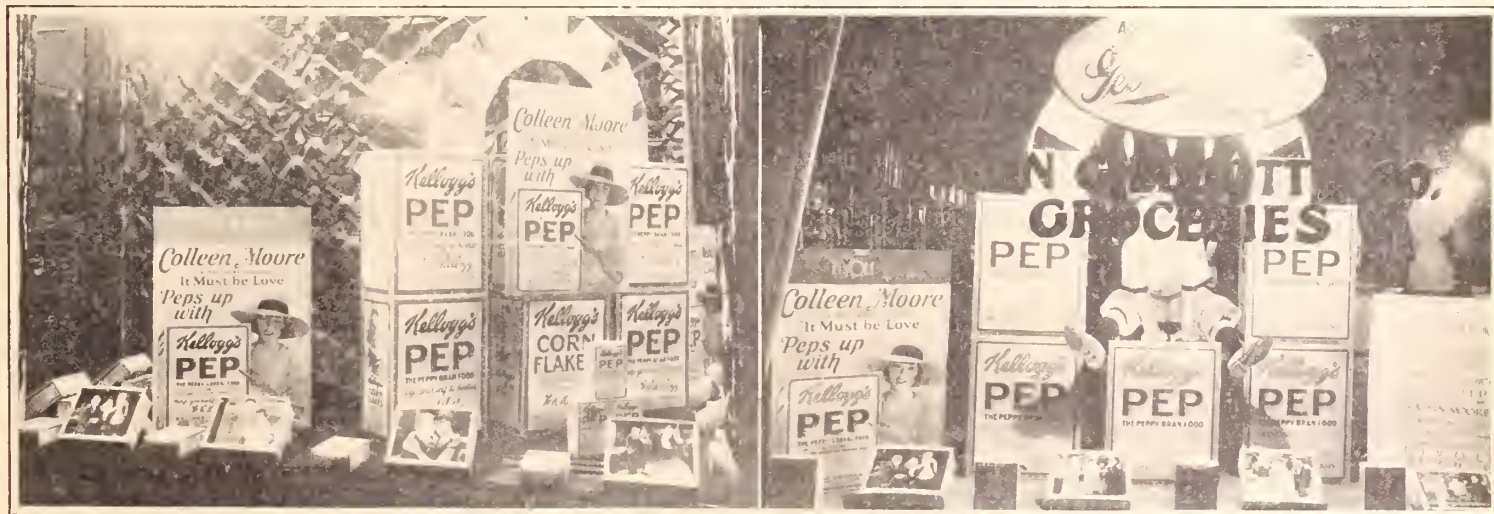
"Fame and a big prize await the girl who is adjudged the possessor of the most beautiful long hair in Australia.

"The Crystal Palace Theatre offers her £25, and an engagement to star in the prologue to 'Don Q, Son of Zorro,' the new Douglas Fairbanks' film at a salary of £10 a week.

"All that Sydney's girls with flowing tresses have to do is to forward their photographs to 'Douglas Fairbanks,' care of Union Theatres, Ltd., Crystal Palace Theatre.

"The competition is open to all girls of more than 14 years of age. Entrants must forward photograph, head and shoulder preferred, with name and address and color of hair, to 'Douglas Fairbanks,' care of Union Theatres, Ltd., Crystal Palace Theatre, George Street, Sydney. No entries will be received after July 29, 1926. All entrants must agree to appear personally before the judges, if so called upon. General beauty of face and figure will be taken into consideration when judging. Mr. E. Benson, representative of Douglas Fairbanks; and Mr. Wynne Davies, the well-known artist, in association with a representative of Union Theatres, Ltd., will be the judges. The judges' decision is to be absolutely final. No undertaking will be given to return any of the photographs."

## Merchants Stage Campaign for "It Must Be Love"



FOUR "de luxe" window displays were the exploitation harvest reaped by Manager E. R. Rogers through the national tie-up between First National and the Kellogg Cereal Company for co-operative local drives featuring "Pep" breakfast food and the Colleen Moore picture "It Must Be Love." The photos above show two of the important displays which publicized the showing

of the picture at the Tivoli Theatre, Chattanooga, in store windows featured by merchants of that city. A special window card showing the star and featuring her endorsement of "Pep" proved an important factor in facilitating the work of arranging the merchant tie-up with the Tivoli.



# CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

## Wanted

**YOUNG MAN**, thoroughly competent in booking, buying and exploitation, desires position in motion picture theatre as manager or assistant manager. Large or small theatre in Chicago or Middle West. Box D, Motion Picture News, 845 S. Wabash, Chicago.

**WILL** the gentleman who drove a beautiful car and stopped in front of the Bank of Italy at 7th and Olive, July 2, between 10 and 11 A.M., please write me at 221 East Pico Street or Post Office Box S 33, Los Angeles.

**SALESMAN**—To solicit trade for film laboratory printing and developing, also for the production and printing of commercial film. Salary or commission. State experience. Address V. L., Motion Picture News, New York City.

**WANTED**—Theatre, 300 to 500 seats, to lease or buy in small town, Michigan preferred. State terms and full details. Box 970, Motion Picture News, New York City.

**WE** deal exclusively in used opera chairs, rebuilt machines, motor generators and theatre equipment. Get our prices first. Big savings guaranteed. Illinois Theatre Equipment Company, 12-14 E. Ninth Street, Chicago.

**WANTED**, News Reel Editor. State experience and salary expected. Address J. R., Motion Picture News, New York City.

**FEATURE ORGANIST** at liberty wishes steady position; 10 years' playing and 4 years' factory experience. Complete library; play any make organ. No Photoplayers considered. Fair salary. If you need an "organist" who understands your musical needs, write Frank C. Howard, Rialto Theatre, Pueblo, Colorado.

**ORGANIST**, young man, conservatory graduate, years of experience, union, large library, song slides, novelty solos and trick effects. Leaving change of house policy. Best reference from present employer. Anywhere but

extreme South. Good organ essential. Organist, 309 S. Dithridge St., Pittsburgh, Pa.

**THEATRE MANAGER**—Over 10 years' experience pictures and vaudeville. Also exploitation and publicity expert. Know how to stage presentations. Furnish good references. Will accept position in any city; available immediately. In reply, state salary. Address "N-27," Motion Picture News, New York City.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

**ORGANIST**—At liberty October first. Any make organ. Wurlitzer Studio, N. Y., pupil. Twelve years picture experience. Newest slide. Community singing if desired. Choicest references. Concert reputation. Must have A-1 organ. Address Box 810, c/o Motion Picture News, New York City.

## For Sale

**FINE FILM STUDIO**, brick built on latest American lines, 3 stages 150 x 70 ft. each—concreted exterior stage 200 x 100 ft. Finest situation in England; any location within 60 miles. Equipped with lighting, flats, theatre, offices, complete dark rooms. Best offer wanted. Apply Box 4, Osborne-Peacock Co., Ltd., 11, Piccadilly, Manchester.

## Equipment Wanted

**WE** offer highest cash prices for second-hand machines, opera chairs, compensators, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.

**WANTED** to buy. One 28 m/m and one 16 m/m optical printer. State price and condition. Address A. M., Motion Picture News, New York City.

The collage displays a variety of movie posters for the film "Mare Nostrum" (Our Sea). The posters are from different theaters across the country, including Loew's State, Lyric, Loew's Aldine, Loew's Grand, Loew's Palace, Strand, Waterbury's, and Stillman. Each poster features the title "Mare Nostrum" and the names of the stars Alice Terry and Antonio Moreno. Some posters also mention the director Rex Ingram and the producer Blasco Ibañez. The posters are arranged in a grid-like fashion, showing the film's wide distribution.

The extended Broadway run of "Mare Nostrum" (Metro-Goldwyn), which played a seven months engagement at the Criterion Theatre, New York, has been chosen as the trump card for advertising the picture at first runs throughout the country. Loew's Palace, Washington, D.C.; Loew's Aldine, Pittsburgh; Strand, Waterbury, Conn.; Loew's Grand, Atlanta; Arcade, Jacksonville; Lyric, Cincinnati; Loew's State, St. Louis, and Stillman, Cleveland, ran the ads shown above.





# Studio Briefs



For five years more Albert Ray and Orville Dunn will be seen at the Fox Films studio as both have signed contracts for that length of time. The former has just finished production of "Whispering Wires," a screen version of the mystery play of that name, featuring Edmund Burns and Anita Stewart. Dunn's latest picture was "The Flying Horseman," starring Buck Jones.

In Florence Vidor's new Paramount starring film, "The Popular Sin," will be seen Iris Gray, a Paramount Picture School graduate who is a member of the supporting cast headed by Clive Brook, Greta Nissen and Philip Strange. Nine other Junior Stars are in the same picture. They are Thelma Rodd, Thelda Kenvin, Jeanne Morgan, Ivy Harris, Dorothy Nourse, Greg Blackton, Irving Hartley, Robert Andrews and Claud Buchanan. Malcolm St. Clair is directing at the Paramount Long Island studio.

J. G. Bachmann, producer of Preferred Pictures, has signed Edith Yorke for a mother role in "His New York Wife," which Albert J. Kelly is directing from an original comedy drama written by Leon Abrams. Other featured players are Alice Day, Theodore Von Eltz and Ethel Clayton.

A new contract has been awarded by Metro-Goldwyn-Mayer to Marcel De Sano, the Romanian director who recently finished "Blarney," an adaptation of Donn Byrne's novel, "In Praise of James Carabine." His next directorial effort will be "Ordeal," starring Lon Chaney.

The screen play for "It," Elinor Glyn's first production for Paramount, is being prepared by the scenario team of Hope Loring and Louis Lighton. Clarence Badger will direct "It," with Clara Bow in the featured role.

"The Wag Lady," one of the short stories in the Rex Beach volume, "The Crimson Gardenia and Other Stories," will be transferred to the screen, according to an announcement from Harry Rapf, associate studio executive of Metro-Goldwyn-Mayer, who will produce the story. Reginald Barker, who has just completed the filming of Cosmopolitan's "The Flaming Forest," will direct. Harvey Gates, adaptor of "The Mysterious Island" to the screen, expects to have the Rex Beach story in continuity form next month.

Production has already been started by Warner Bros. on "The Third Degree," an adaptation of the Charles Klein stage play of the same name. Graham Baker and Bess Meredyth collaborated on the screen version. Dolores Costello has the starring role, with Louise Dresser in the chief supporting part. The European director, Michael Curtiz, has started his first American production in "The Third Degree." Important roles have also been assigned Rockliffe Fellows, Jason Robards, Kate Price and Harry Todd.

Robert Anderson, character actor of the screen, is the latest addition to the cast of

Mae Murray's new Metro-Goldwyn-Mayer starring film, "Valencia." The story, a romance of Spain, is being directed by Dimitri Buchowetzki. Lloyd Hughes has the part of hero.

Supporting Jack Holt and Georgia Hale in Paramount screen version of the Zane Grey tale, "The Man of the Forest," Warner Oland will play a leading role. The production unit left for location at Mammoth, Cal., in the Sierras, on September 25th. John Waters is the director.

In addition to the group of players, Claire Windsor, William Haines, Harry Carey and Claire McDowell, the former stage actor Lawford Davidsen, has an important characterization in "A Little Journey," which Robert Z. Leonard is directing for Metro-Goldwyn-Mayer. Albert Lewin translated "A Little Journey" to the screen from the story by Rachel Crothers.

William Black, who recently played important roles in two Paramount productions, "Fascinating Youth" and "So's Your Old Man," is the latest player to be added to the cast of Frank Tuttle's "Love 'Em and Leave 'Em." The featured players are Louise Brooks, Lawrence Gray and Evelyn Brent. In supporting positions are Osgood Perkins, Marcia Harris, Vera Sisson, Ed Garvey, Elise Cavanna and little Joseph McClunn.

As a reward of merit Fox Films has given a long-term contract to Sammy Cohen, young Los Angeles actor, who renders a comedy characterization in the Fox Films special, "What Price Glory?" He is now working in "The Return of Peter Grimm" wherein he interprets a circus clown.

The gossiping "Mistress Hibbins" of "The Scarlet Letter," Marcelle Corday, a former French stage actress, is the latest player to be added to the list in "The Flesh and the Devil," Metro-Goldwyn-Mayer's picturization of Sudermann's "The Undying Past." The picture features Greta Garbo, John Gilbert and Lars Hanson.

Sam Hardy, featured comedian, has been added to the cast of "Orchids and Ermine," Colleen Moore's current vehicle, which John McCormick, manager of West Coast productions and husband of the star, is producing in New York for First National. Jack Mulhall is seen opposite Miss Moore. The story, an original by Carey Wilson, is being directed by Alfred Santell.

Frank Condon, writer of humor for the Saturday Evening Post, is now in New York working in collaboration with Tom J. Geraghty on "Sweethearts in Every Port," W. C. Field's next starring vehicle for Paramount. In this comedy feature Fields, an inland barge captain, imagines himself to be a daring deep-sea mariner.

In the Warner Bros.' production of "Mama Kiss Papa," the team of George Sidney and Vera will once again come together as mama and papa. Their son

Lew is played by Arthur Lubin, his sweet-heart by Helene Costello. Louise Fazenda has another comedy role as Reba, the well-to-do sister, and Nat Carr as Maurice, her stock-promoting husband.

A new contract to direct pictures exclusively for Metro-Goldwyn-Mayer has been signed by William Nigh, who has just completed "The Fire Brigade." This picture was produced in co-operation with the International Order of Fire Chiefs and other national and state fire associations. It has just been completed and will soon be released as a special on the M.-G.-M. list.

The Blanche Sweet-John Griffith Wray combination was once again brought together through Winfield R. Sheehan of Fox Films who purchased Adela St. Johns' original screen story, "Love o' Women," for the actress and the director who made "Anna Christie" together.

Marshall Neilan, husband of Miss Sweet, originally purchased the St. Johns story for his wife. It will be given an elaborate production by Fox Films.

## Large Portion of Preferred Program Completed

The first five pictures of the Preferred Pictures schedule have already been completed. J. G. Bachmann, producer of the Preferred product for the season of 1926-27, has left Los Angeles for New York, where he intends staying for a short period. He brings with him prints of his most recently completed production, "His New York Wife," a comedy drama in which are featured Alice Day, Ethel Clayton and Theodore Von Eltz. It was directed by Albert Kelly and will be released during November.

After Bachmann has been in New York for about one week he will return to the West Coast to make the eight remaining pictures on his Preferred schedule, "The Aristocrat," "Studies in Wives," "Shenandoah," "Shopworn," "Exclusive Rights," "Eden's Fruit," "The Worst Woman" and "Horses and Woman."

## Asher Obtains Edington Novel for Corinne Griffith

E. M. Asher, producer of the Corinne Griffith features for First National release, has purchased the screen rights to May Edington's novel, "Purple and Fine Linen," as a vehicle for Corinne Griffith. Asher states that "Purple and Fine Linen" will be put into production immediately upon the completion of her current film, "The Lady in Ermine," now being filmed at the Metropolitan Studio, under the direction of James Flood. The scenarist and director will be assigned shortly.

## Young Fiddlers in Contest at Tower, Milwaukee

The Tower Theatre in Milwaukee, under management of H. Sticklemeier, has just completed an interesting contest for youthful violinists. The contest boomed business for the Tower and provided material for future special acts.



## Short Subjects and Serials

### Tunney Episode on Pathe List

Schedule for Week of October 10 Has  
"Aesop Fable" and Regular News Issues

THE fifth chapter of "The Fighting Marine" in which Gene Tunney, world's heavyweight fight champion, is starred, is scheduled for release the week of October 10 by Pathe. Other productions to go to exhibitors this week are "The Road House," an Aesop Fable; "Journey of the Israelites," one of the Pilgrimage to Palestine series; Topics of the Day No. 41, Pathe Review No. 41 and two issues of Pathe News.

"Entombed" is the title of the fifth chapter of the Tunney serial. In this the leaders of the hostile faction find themselves blocked at every attempt to keep Lady Chatfield, the heiress, from living six months on the mine property to thus fulfill the demands of her grandfather's will. Dick (Gene Tunney) and Lady Chatfield (Marjorie Gay) are persuaded to visit the mine and when they are below ground an explosion takes place. Spencer Bennet di-

rected from the scenario of Frank Leon Smith.

Pathe Review No. 41 presents: "Demon Masks," how the American Indian fooled his "devils," offered through the cooperation of the Museum of American Indian, Heye Foundation; "The City of Watchers," Pathecolor scenes of Bonifacio, Corsica; "The Boyland Flier," the White Mountain Narrow Gauge Railroad and "Zoo Babies," the youngsters at Luna Park Zoo, Los Angeles.

"The Road House" is the latest of the Aesop's Film Fables animated cartoon comedies. "Journey of the Israelites" is the newest release of the "Pilgrimage to Palestine" series of twenty subjects, over half of which are now available for exhibition. Topics of the Day No. 41 offers the latest quips and jokes from the press of the world. Issues Nos. 84 and 85 of Pathe News complete the Pathe short feature for the week of October 10th.

### Fox Has Ten Shorts for October

Month's Schedule Includes "Van Bibber,"  
"O Henry" and "Helen and Warren" Comedies

DURING the month of October ten short subjects will be released by Fox Films, in addition to the Fox Films news issues. Starting with October 3rd, "The Lyin' Tamer" and "Dizzy Dancers" will be issued to exhibitors.

"The Lyin' Tamer" is the second of eight, the new Animal Comedy series set for this year. It features Ernie Shields and Barbara Luddy. Gene Cameron and Jean Lorraine have the leads in "Dizzy Dancers," which is one of the twenty Imperials that Fox Films make yearly. Another Imperial, "Honeymoon Hospital" is scheduled for October 17th. The same team is featured in this vehicle.

The second of the Helen and Warren comedies is titled "Back to Mother" and

will be released October 24th. In it Allan Forrest plays Warren which role was recently portrayed by Hallam Cooley. Katherine Perry remains as Helen. "Babes in the Jungle" is the O. Henry comedy. Hallam Cooley and Joan Renee have the leads. The Van Bibber comedy for the month is "King Bozo." Earle Foxe and Florence Gilbert are the featured players in this twenty-first of the Richard Harding Davis series to reach the screen. It comes to the exhibitor on October 10th.

The three Fox varieties for October are "The Australian Alps," which comes out on the 3rd; "Maryland, My Maryland" scheduled for the 17th and "The Great Lakes" to be issued on the 31st.

### Has Films of Leading Events

Producer of Educational's "Curiosities" Reels  
Draws on Library Covering Past Twenty Years

WALTER FUTTER'S statement that every historical film so far suggested as being suitable for placing in the new Washington Archives building as part of the nation's proposed permanent historical record in motion pictures, is now in the vaults of Wafilm, Inc., subsidiary corporation of Futter Productions Co., gives some idea of the great quantity and variety of subjects available for use in the Curiosities series released by Educational.

In the editing of the novelties in the

Curiosities series, the new pictures of the world's oddest people and things often appear to best advantage when accompanied by a flash of some older picture for contrast or atmosphere. Mr. Futter is said to have access to three million feet of film collected in the last twenty years. Included in these pictures are ten important collections of past years including those from Gaumont Graphic and Gaumont News Reel, Triangle Film Corporation, Pictorial Life, Reel Life and others in existence as far back as 1905.

### Prize Winners Chosen in Felix the Cat Contest

THE winners in the Felix the Cat Drawing Contest, which ended September 15th, have been selected. The contest was conducted by Motion Picture Magazine, through the courtesy of Pat Sullivan, Educational and George Bergfeldt Company, manufacturer of Felix the Cat novelties. Approximately 15,000 drawings were submitted by young artists. The winners were judged by their originality and cleverness and the neatness of their sketches.

Guila May Replogle of Holton, Kansas, won the first prize for girls with three pencil drawings of Pat Sullivan's feline character. R. Melvin Quinn of Reading, Pennsylvania, won the first prize for boys with a typical ink sketch of Felix. The second prize winner among the girls was Norma Beausoliel of Montreal, Canada. The boys' second prize was won by Pasquale D'Angelo.

### Bray Engages Wanda Wiley for Comedies Series

Bray Productions this week announced the acquisition of Wanda Wiley to appear with Lewis Sargent in a series of twelve two-reel Fistic Culture Comedies for 1926-27 release. Miss Wiley has been working for the past four years in Century Comedies. She makes her screen debut in Bray Comedies in "Look Out Below," the third of the Fistic Culture series.

### Davis Now Featured Player In Mermaid Comedies

George Davis, recently seen in supporting roles with Johnny Arthur in Educational-Tuxedo Comedies, has been promoted to feature parts in Educational-Mermaid Comedies. Davis will head a cast consisting of Robert Graves, Jack Lloyd, Marcella Daly and Bert Young, in a comedy built around one of New York's night clubs.

### "The Motorboat" New Van Bibber Comedy Started

A new Van Bibber comedy, "The Motorboat," with Earle Fox and Florence Gilbert has been put into production by Fox Films. Ralph Sipperly, who appeared in "The Blue Eagle" and "Womanpower," is a member of the cast. Jess Robins will direct the comedy.

### Katherine McGuire Leading Lady to Lupino Lane

Kathryn McGuire has been added to the roster of beauties at the Educational Studios. Miss McGuire will have the principal feminine supporting role with Lupino Lane in his first comedy for Educational of this year's series.



## Christie Preparing Elaborate Sets for "Shell Shocked"

At Westwood, part of the Christie property on the West Coast, elaborate sets are being prepared as atmosphere for Jimmy Adams' war comedy for Educational release titled "Shell Shocked." Trenches are being dug, with barbed wire entanglements and machine gun nests lending a realistic appearance. Walter Graham, Christie director, presides at the microphone of the broadcasting apparatus used to control the movements of the troops, airplanes and automobiles used in the picture. Christie made several war comedies as far back as eight years ago when "Red Crossed" was produced. Other offerings around that time were "Marching Home," "Oh, Buddy," and "War Gardens." In "Shell Shocked" Eddie Baker, besides acting as assistant to Graham, also interprets the role of a hard-boiled top sergeant. Vera Stedman is the girl.

## Johnny Arthur Starring on Stage and Screen

Johnny Arthur, Educational-Tuxedo Comedy star, is mighty busy these days—and nights. In the day time, he is working at the Educational Studios in a Tuxedo Comedy now in production, while at night he is being starred in the stage comedy, "The Butter and Egg Man," at the Mason Theatre, Los Angeles.

Charlotte Stevens, formerly with Christie Comedies, is Johnny's leading lady in the stage production. Arthur will continue his screen work during the run of the play in Los Angeles and then will obtain a leave of absence to appear in it at San Francisco.

## Hal Roach Stars Busv with New Pathe Comedies

The Hal Roach stars are now busily engaged upon their new comedies for Pathe winter release. Charles Chase is working at the Hal Roach studio on a story conceived by his brother, James Parrott, who is directing him. The supporting players are Eugenia Gilbert, Anita Garvin, Eugene Paulette, Amber Normand and Bull Montana. Mabel Normand, whose latest comedy, "The Nickel Hopper," is now in the cutting room, is resting up a bit before starting work on her next offering, which has to do with "water stuff."

## Stephen Roberts, Director for Educational, Ill

Stephen Roberts, director of the Educational-Mermaid comedy unit starring Al St. John, suffered an attack of appendicitis shortly after returning with the company to Los Angeles from San Francisco. Chem Beauchamp has taken over the direction of the comedy which Roberts had been working on previous to his illness.

## "Back to Mother" Another He'en and Warren

"Back to Mother," the latest Helen and Warren comedy featuring Kathryn and Allan Forrest, has been started at the Fox Studio under the direction of Harry Sweet.



An abundance of varied incidents are to be seen in these extracts from "Kink Bozo," a Fox Films Van Bibber comedy

## Resume of Current News Weeklies

**KINOGRAMS NO. 5225:** Cape Gris Nez, France—Georges Michel, a baker, claims channel swimming record; Boston—Northeastern University opens college year with new obstacle race; Paris—Crowds from Bohemian quarter block traffic as popular actress weds fireman; Newport Beach, Cal.—A. A. U. men and women swimming stars race for coast championships; Miami, Fla.—500 die, 6,000 hurt, and 50,000 homeless when resort is swept by tropical hurricane; Puyallup, Wash.—5,000 pay homage to Ezra Meeker, famous Oregon Trail pioneer, who is 96; Philadelphia—Gene Tunney defeats Jack Dempsey for heavyweight championship.

**KINOGRAMS NO. 5226:** New York—City gives tremendous welcome to Gene Tunney on his arrival home; Miami, Fla.—Supplies rush in from all States to aid hurricane sufferers; Westbury, N.Y.—Walter Hagen wins professional title for third time in succession; Des Moines, Ia.—Veterans of the G.A.R., with greatly thinned ranks, hold annual encampment; Paris—Last of famous Marne taxis shipped to America for Sesqui-centennial; Roosevelt, Tex.—Owner of Angora goat farm dresses goats in overcoats after shearing to prevent tuberculosis; Berlin—Ex-Crown Prince is visitor at air meet; Camp Meade, Md.—High charges of T.N.T. are exploded in army tanks to test their resistance; Long Beach, Cal.—100,000 see 600 babies try for beauty prizes; New York—Record crowds jam Velodrome to see bike stars clash for championship.

**PATHE NEWS NO. 79:** Rome, Italy—Mussolini wildly acclaimed after escape from anarchist's bomb; Los Angeles, Cal.—What's better than old-fashioned buggy ride; Ft. Lauderdale, Fla.—Hurricane-swept Florida begins to count her loss; Geneva, Switzerland—League of Nations opens historic session; Capitola, Cal.—Crack anti-aircraft gunners test skill; Philadelphia—Tunney wins world title; Kansas City, Kan.—Kansas City youth strives for interna-

tional tennis honors; Douglas, Wyo.—West's finest live stock exhibited at State Fair; Philadelphia, Pa.—Dedicate Delaware Building at Sesqui-centennial; Ann Arbor, Mich.—University of Michigan mobilizes football warriors; Meriden, Conn.—Motorcycle riders take the bumps in hill-climbing race; Iowa City, Ia.—University of Iowa warriors prepare for football season; Philadelphia, Pa.—Dedicate Illinois Building at Sesqui-centennial; Sioux City, Ia.—Flood works havoc in north Iowa.

**PATHE NEWS NO. 80:** Des Moines, Ia.—Veterans of Civil War hold 60th encampment; St. Louis, Mo.—Cardinals and Yanks to meet in World Series; Mergentheim, Germany—Whole German army in war maneuvers; Miami, Fla.—Order emerges from chaos in stricken Florida; Vienna, Austria—"Blue Danube City" holds gay costume fete; New York City—Gene Tunney welcomed home; Pendleton, Ore.—Wildest West pictured in great rodeo; South Coventry, Conn.—Hold exercises in honor of Nathan Hale; Spencer, W.Va.—North-South Highway formally opened; Pueblo, Colo.—Elaborate celebration marks opening of State Fair; Enid, Okla.—Golfers from all parts of State meet for high honors.

**INTERNATIONAL NEWS NO. 78:** Rome, Italy—Mussolini for third time escapes assassination; St. Louis, Mo.—Daring fire-fighters in dangerous drills; Philadelphia, Pa.—Illinois Day at "Sesqui"; Hartford, Conn.—War leader to direct Colonial Air Mail Line; San Francisco, Cal.—Cyclists show speed in grueling 100-mile race; Puyallup, Wash.—Western log rolling stars thrill huge crowds; Long Beach, Cal.—Smiles—and prizes awarded best of baby beauties; Chicago, Ill.—Hundreds of women swimmers in unique water marathon; Los Angeles, Cal.—"Trojans" buck line in first football practice; In Rocky Mountains—Vast flocks of sheep moving to winter homes; Miami, Fla.—Stricken Florida rises valiantly from wreckage; Philadelphia, Pa.—Dempsey-Tunney championship fight.





### Gold and Cliff Dwellers (Fox Varieties—One Reel Each)

(Reviewed by Paul Thompson)

"NO, Rollo, the two subjects are not correlated and they do not refer to Manhattan and its feminine gold-diggers." Each is a short travelogue and put in the same series because in the same part of these United States.

"Rocky Mountain Gold," an 800-foot reel, shows in a town such as Telluride how the gold is mined, carried to the local bank under armed guard and the bars of gold exchanged for currency. It is almost a western, but with the villains left out of the picture. For one unfamiliar with the subject it is an interesting story of a section of the country as rich in fact and fiction tales as any part of the United States. Good, well-selected shots by the camera characterize the picture.

That is also true of "The Cliff Dwellers" 845 feet of film. These are taken in the Mesa Verde Park in Colorado and show how the people lived there thousands of years ago. After many shots, showing from a distance and close-up these weird dwellings of a by-gone age, the camera man peoples them with Indians to recreate the life of that period. They cook, hunt, dance and live their lives before the camera as though it were in a B. C. age. Both are educational pictures and worthy of a place on any program.

"Rocky Mountain Gold" was released September 19, while "The Cliff Dwellers" will be released December 26.

### "Felix the Cat in School Days" (Educational—One Reel)

THAT little black cat—Felix, though small in stature is truly and undisputably great in the other dimensions. He possesses all the qualifications of a matinee idol to please his enormous following. He leads such a wide and varied life, traveling all over the face of the earth and meeting all sorts and conditions of men. All these adventures of his prove vastly entertaining. In his latest encounter with the conspiring fates, he calls Mary, little girl, mistress, and is so exceedingly fond of her that he follows her to school. For a cat to come to school is horrid and Mary gets punished with double homework. A difficult question must be answered to satisfy the peeved teacher, "Where in the world is it hottest?" Felix, with characteristic gesture of generosity, volunteers to supply the fugitive answer. After covering an amazing amount of ground in an equally amazing short time, he arrives at the equator and from there he goes to the North Pole. At both places he meets with trouble and as he tells Mary later, they made it hotter for him at the North Pole than at the Equator. It ends with a closeup of Felix laughing—a suitable end for a reel packed full of the delightful pantomime of Felix.—RAYMOND GANLY.

### "A Man's Size Pet" (Universal-Tuttle—Two Reels)

(Reviewed by Paul Thompson)

THE title might imply to the uninitiated that a woman was referred to, but that is not correct, as a pet bear is the hero or villain of the piece. It is a rather heavy-handed bit of western humor. A pet bear is given some snuff and supposedly runs amuck at a party and chases everyone present through the house and the adjoining country. Ben Corbett and Pee Wee Holmes, the featured players, are two cowboys whose sense of humor is open to at least mild comment, as the practical jokes they attempt to play on each other would be ignored or sniffed at by any ten-year-old boys with even a semblance of humor in their system. A masquerade party makes it possible for one character to dress up

as a bear and that justifies the masquerader being roped and dragged down the road at the end of a lariat by the playful duo in chaps. Another never failing property character in this sort of farcical rough-house is the fat girl whose amorous advances are always unwelcome to the characters, who all fall for the fair heroine. Not much can be given this particular Universal offering for originality or real laugh-provocative qualities.

It is released October 23, 1926.

### "Wanted a Bride"

(Universal-Blue Bird—One Reel)

THAT ingratiating young man, Arthur Lake, is the featured player in this comedy, with Mildred June as his feminine lead. Her name is consistent if one reflects on the association of that month with roses, brides, weddings, etc. Slim Summerville directed the piece, which is scheduled for release October 18th. Arthur and his boy friend are kicked out of school for some infringement of the rules. Naturally the respective families are peeved. Arthur's father decides on the rather drastic penalty—drastic in any case and unusually so here—of insisting upon his son's marrying or being disinherited. Arthur's chum makes up as a girl and poses as the demanded bride. The father-in-law—and for the most part moving picture masculine parents are an amazingly amorous, susceptible lot when it comes to falling for a female impersonator—does the obvious and capitulates to the charms of Arthur's supposed wife.

Arthur's sister falls in love with the school-mate and her girl friend with Arthur, so the quartet all get married and live happily "ever afterward."—PAUL THOMPSON.

### "Whatnots"

(Educational-Curiosities—One Reel)

CATHOLICITY is the keynote of this series of picture novelties. That this is true may be gained from the start of two German sailors with a barrel which they are to roll around the world sleeping in it (barrel not world) each night. Then come microscopic pictures of the crystals that result from so commonplace a thing as the hardening of a piece of fat; a plant that subsists on insects; how alcohol evaporates and leaves nothing whatsoever that is tangible or visual; a zebra and its young, also a hippo and baby hippo, an eclipse of the sun, taking two hours to photograph, and two minutes to show on the screen. Scenes in Germany's picturesque Spreewald complete the list of truly curious views making up the reel.—PAUL THOMPSON.

### "Rare Bits"

(Educational—One Reel)

INTERESTING little news pictures offering great contrast and variety are culled from all different parts of this globe of ours for these Curiosities series of Walter Futter. The eye does not get a chance to tire of any one subject because of the rapid succession of themes arrayed for our amusement. There are ten subjects recorded here. The most interesting of all, we believe, are the scenes of a ferry which never touches the water; a Texas cat which has mothered several broods of chickens; the most sensitive plant in the world, whose branches and leaves wilt as soon as they are touched; roosters of old Japan with tails twelve feet in length and shots of strange undersea fish and growth. There is enough "curiosity" lurking in the depths of these scenes and they form food for thought besides possessing entertainment and educational values.—RAYMOND GANLY.

### "A Jungle Round-Up"

(Third Ufa Short Subject Shown)

AN interesting series of German pictures is being shown in this country through M.-G.-M. In New York the theatre is the Capitol, whose destinies Major Edward Bowes presides over. The first was an undersea picture, as was the second, featuring a fight to the death between an octopus and a shark. The third of the series gets back to land. It is in many ways the most effective of the three. It deals with the cowboys of the pampas, the vaqueros of South America, hunting crocodiles. It is in this manner that the beasts are secured for zoos throughout the world and the skins for the various uses to which they are put.

Once the river is located where the crocodiles are to be found, the vaquero lassoes the beast and drags him to the river-bank, where he is tied and placed in a bag. It is an amazing sight to see the skill with which the hunters place the noose around the shoulders of the game and bring them ashore. In the picture at the Capitol one river was truly alive with the animals, while above, on tree tops, hovered flocks of carrion crows waiting for a possible meal from the dead. The picture is taken with the same thorough care that has characterized the other nature studies of the German company.—PAUL THOMPSON.

### "Jane's Troubles"

(Universal-Sterns Bros.—Two Reels)

(Reviewed by Paul Thompson)

THREE suitors for the hand of the fascinating but elusive Jane (Wanda Wiley); one favored by father, one by mother, and the third disapproved of by both parents but, much more important, the only one of the trinity who has scored with Jane. Start with that premise and imagine how each of the first two suitors is forced on daughter, who is always trying to side-step them and be with the favored one, and you have some idea of the farce's possibilities. A prize fight to determine which one shall get the girl inevitably results in everyone figuring in the combat at some stage of the proceedings. Jane and Goerge finally extricate themselves from the situation by eloping, leaving the two losers to decide quite logically and sensibly that they are really better off. Judging by the kind of life which the parents live there is something in their philosophy. Personally I would hesitate very much before getting into a family that is quite as strenuous as the Thrashers are. The future promises anything but repose and quiet for the eloping George. But, then, all bridegrooms think they can beat that game as long as the prized girl is won.

### "Two Lip Time"

(Educational-Felix Cartoon—One Reel)

TO the land of windmills and wooden shoes Pat Sullivan takes his leading man or star, Felix the Cat, and the supporting company. His excuse for boarding the ship is his pursuit of a mouse going up the cable. Seasickness minimizes Felix's interest in the mouse game. Once in Holland an attractive girl catches the eye of the amorous cat. To see is to act. Jealous lover and equally inhospitable father are vanquished in turn. A sprinkling can filled with Holland gin instead of the conventional water does all sorts of things to impressionable tulips and other flora and fauna in the neighborhood. The inevitable chase finds Felix perched on a windmill. He converts this into an electric fan and with this power blows away all opposition on the part of his pursuing enemies. The piece is characterized by effective Holland settings and maintains the Educational-Pat Sullivan standard, and that is high praise.—PAUL THOMPSON.



## The Yellow Back

*Horse Cowardice—Not Money—Involved*

(Reviewed by Paul Thompson)

**F**RED HUMES afraid of horses; can you imagine such a thing? Yet that is the basic theme of his latest starring vehicle in the Universal-Blue Streak Western series. Love for a namesake of mine, named Lotus Thompson, is what causes him to lose this fear and ride like the dare-devil centaur that he is and always has been up to the birth of this picture. Not such a bad idea at that; at least a bit out of the beaten path. It is amusing watching the cowboy actor trying to be afraid of horses until the end of the picture. Incidentally, the phrase adds a new one to our vocabulary; "yellow-back," in cowboy parlance, one who is afraid of horses and as such generally despised by the hard-riding boys with the quirt or lariat.

His regeneration comes about in this wise. Humes has been fired from one ranch by the villain because of this weakness. En route to get another job he rescues from a pond where her mount has catapulted her blond Lotus. She introduces him to her father, poor old Buck Connors, about to lose his ranch because he is presumably a bad business manager. His difficulties are added to by Claude Payton who wants the girl with the memory-destroying name for wife and incidentally her father's ranch to boot. He is thwarted because Fred, the valiant now through love, rides a race on which the family plate is wagered—among other things—and wins.

Plausible? No, but entertaining? yes. And that would seem to be enough to ask.

*The Cast: Fred Humes (starred), Lotus Thompson, Claude Payton and Buck Connors. Directed by Del Andrews from his own story.*

**THEME:** Love conquers fear—in this case not of a woman but horses.

with a steer and the final horse race.

**EXPLOITATION ANGLES:** Same and the fact it is a comedy western.

**PRODUCTION HIGH-LIGHTS:** Humes wrestling

**DRAWING POWER:** Good.

*Produced and Distributed by Universal.*

*Length, 4,726 feet. Released October 3, 1926.*



*The feminine athlete is seen to good advantage as is plain from these stills of a current Paramount production, "The Campus Flirt"*

## The Ice Flood

*Wherein Men Are—and Ice Is Ice*

(Reviewed by Paul Thompson)

**F**OR a setting a lumber camp in the Northwest. The usual characters, including the superintendent's daughter, in this case Viola Dana, and the camp bully. Into this setting place the lumber king's son, Kenneth Harlan, who also happens to be an Oxford graduate. Mix these ingredients with the spring thaw and the release of tons and tons of ice on the rivers and you have the latest Universal-Jewel melodrama. And it is good melodrama, too, that will thrill and hold you. Director George B. Seitz has done a good piece of work with the story by Johnstone McCulley, adapted by James O. Spearing. Seitz is ably aided by a most excellent cast that includes not only the two above-mentioned featured players, but also Frank Hagney, DeWitt Jennings and James Gordon.

To straighten out affairs in his various lumber camps in disorder because of bootleggers and the inevitable turbulence their product causes, young DeQuincy (Harlan) is sent by his father (King) to the property incognito, incidentally father and son making a ten-thousand-dollar wager on the outcome. Harlan, a boxing champion at Oxford, licks all the bullies in the various camps, rescues Viola Dana from a launch threatened by destruction by the released ice floe, wins his bet, and the girl, and gets a specialist from Portland to straighten out the crippled boy's foot. They certainly do graduate some fighters from that English university. Too bad some of them do not go into the game professionally.

*The Cast: Kenneth Harlan and Viola Dana (featured), Frank Hagney, Fred Kogler, DeWitt Jennings, Kitty Barlow and James Gordon. Director, George B. Seitz.*

**THEME:** Boss's son "cleans up" lumber camps with ice flood background.

**EXPLOITATION ANGLES:** Torrent scenes. Clean-cut story of American youth.

**PRODUCTION HIGH-LIGHTS:** Spring thaw on river; Harlan's fight with Hagney.

**DRAWING POWER:** Should be excellent.

*Produced and distributed by Universal Pictures  
Length, 5,747 feet. Released January 23, 1927.*



*Five episodes from "The Waning Sex," the Metro-Goldwyn-Mayer comedy drama*



## The Campus Flirt

Bebe Daniels Has a Lively Comedy

(Reviewed by Laurence Reid)

THE college story is surely having its innings on the screen. While the track stuff is a little out of season—what with football upon us, still this one serves as a novelty, if for no other reason than its star appears in running pants. The idea behind it is the typical collegiate pattern. It doesn't make any difference whether "Red" Grange used it for "One Minute to Play" or whether it appeared in "Brown of Harvard." The main point is it serves in dishing up a most pleasant hour of celluloid capers.

The star—who is certainly vivacious enough—plays one of those snobs whose dad prefers she earn a diploma instead of a debut. So upon matriculating at dear old Colton she high hats everybody and everything until she learns a lesson in humility—and another one is democracy. And she absorbs the collegiate manner so thoroughly that upon appearing on the cinder-track she speeds to victory. It is a picture which unfolds some amusing complications—particularly when Bebe takes her lessons in democracy—and again there are several moments when it invites tedium. It may be of interest to many to know that the fastest human, Charlie Paddock, appears in the opus—and he does his specialty.

*The Cast: Bebe Daniels, James Hall, Charles Paddock, El Brendel, Joan Standing, Gilbert Roland, Irma Kornelia, Jocelyn Lee. Director, Clarence Badger.*

**THEME:** Revolves around haughty, aristocratic girl who is taken down a peg in deportment when she goes to college.

**PRODUCTION HIGHLIGHTS:** The relay race. The lessons in democracy. The sorority episode. The gags and incident. The breezy work by star and good support by cast. The subtitles.

**EXPLOITATION ANGLES:** The title should provoke interest. Tie up with schools and colleges. Get out the collegiates and students from your local colleges and schools. Play up Bebe Daniels and Charlie Paddock.

**DRAWING POWER:** O. K. for first run or any other type of house

*Produced and distributed by Famous Players. Length, six reels. Released September, 1926.*



Excitement teems and swells in "The Ice Flood," a Universal production



Dramatic events seen in "The Yellow Back," a Universal Western

## The Waning Sex

Pleasant and Diverting

(Reviewed by Laurence Reid)

A BRITTLE, but enjoyable light comedy is dished up in "The Waning Sex"—which again places Norma Shearer in the role of a business woman—a role in which she can extract the utmost in satire and sparkle. Let it be said that the star's personality is substantial enough to carry this inconsequential piece through with flying colors—aided and abetted by Conrad Nagel—and some highly appropriate subtitles.

The idea is the age-old battle of the sexes—done to the tune of exaggeration. Which is the only way to handle it without getting in a lot of hot water. The heroine is determined to get on in the world—while her boy friend is determined to have his way—that woman's place is in the home. And so it goes—revealing in a mild manner first woman's superiority, then man's. The upshot of it all is the two principals put on a wager. If the woman wins two out of three contests the man will have to find a new sweetheart. If he wins—well, she must march up to the altar with him.

The pantomime—the easy gags—and the subtitles keep it going. Everybody seemingly has a good time in the picture—especially George Arthur, who does a "nanece" without making the type vulgar. It is neatly mounted—the sets are in good taste—and the direction is on an even key.

*The Cast: Norma Shearer, Conrad Nagel, George K. Arthur, Mary McAllister, Charles McHugh, Martha Mattox, Tiny Ward. Director, Robert Z. Leonard.*

**THEME:** Comedy satire upon the battle of the sexes—with heroine determined to enter business while the hero argues her place is in the home.

**PRODUCTION HIGHLIGHTS:** The easy acting by star and Mr. Nagel. The pleasant comedy and romantic scenes. The contests.

**EXPLOITATION ANGLES:** Play up the conflict of the sexes—which can be put over with plenty of argument. U-throwaways—asking which is the waning sex.

**DRAWING POWER:** Suitable for first runs and neighborhood houses.

*Produced and distributed by Metro-Goldwyn. Length, six reels. Released September, 1926.*



## Children of Fate

*Sympathetic Story of Human Hearts, Well Told*

(Reviewed by L. C. Moen)

**T**HERE have been numerous presentations of the Jewish Gentile theme cast in a broad comedy vein, but in "Children of Fate," Ivan Abramson has written and directed a picture stressing the human values of the situation, though humor is not lacking. The outstanding thing about the picture is its quiet sincerity. The players are convincing types, the settings are thoroughly realistic, and the situations, which might easily have become melodramatic, have been made believable through the authentic detail and atmosphere in which they are placed.

While "Children of Fate" is primarily a story of Jewish life in America, there is no reason why it should not appeal to audiences of all races and creeds alike, since it deals with problems and emotions common to all.

The picture is absolutely clean, containing nothing suggestive, brutal or objectionable in any way. Photography and general production O.K. The story deals with the daughter of a rabbi who falls in love with a young violinist. Her father, the rabbi, opposes the match because he is of another creed, and wishes her to marry a wealthy member of his congregation. A situation arises which leads the rabbi to believe that she has eloped with the violinist, and he orders her from the house, but happiness is restored all around when the wealthy woman whom the violinist believes is his mother reveals the fact that he is Jewish, having been adopted.

*The Cast:* Richard Bennett, Betty Hilburn, Joseph Shoengold, Bessie Thomashefsky, Willis Claire, Charlotte Walker, Charles Edwards. Written and directed by Ivan Abramson.

**THEME:** Conflict between love and religion when rabbi's daughter loves supposedly Gentile youth.

**PRODUCTION HIGHLIGHTS:** Fine atmosphere and detail. Performances by Joseph Shoengold and Bessie Thomashefsky, as well as others.

**EXPLOITATION ANGLES:** Play up title and human interest angle of story.

**DRAWING POWER:** Tremendous in Jewish neighborhoods, and should be satisfactory in others as well.

*Produced by Abgol Film Productions.. Length, 6,605 feet. Released October 15, 1926.*



Highlights from the Tiffany presentation, "Fools of Fashion," adapted from the George Randolph story, "The Other Woman"

## The Lily

*Nance O'Neill's Greatest Hit On the Screen*

(Reviewed by Paul Thompson)

**O**NE of the first of the many stage successes secured by William Fox for moving picture translation or transferral was "The Lily." When David Belasco produced his adaptation of this play from the French of Pierre Wolfe and Gaston Leroux it provided Nance O'Neill with probably the greatest success of her long and meritorious career. Inasmuch as the play's success was so largely dependent on the dialogue and the characterization of the leading feminine character and, to a lesser degree, the other personalities, it was hard in advance to see how this particular type of play could be successfully made into a screen drama. Seeing the picture with Belle Bennett in Miss O'Neill's role to a great extent justified these forebodings on the part of the reviewer.

To me it moved slowly and unconvincingly. It did not hold me as it should. Not that it was not well cast, for it was, with Miss Bennett, Ian Keith, Reata Hoyt, John St. Polis and others of equal calibre. It seemed artificial and stilted (possibly it did in the long ago when I saw the dramatic version, if so I have forgotten but I do not think it did). And then too at that time it had the unquestioned great dramatic and emotional acting of the star as an indispensable asset. The settings are luxurious and massive as befits the station in society occupied by the characters.

*The Cast:* Belle Bennett and Ian Keith (both featured), Reata Hoyt, Barry Norton, John St. Polis, Richard Tucker, Gertrude Short, James Marcus, Thomas Ricketts, Vera Lewis, Betty Francisco, Rosa Rudami and Lydia Teamans Titus. Directed by Victor Schertzinger. Scenarist, Eve Unsell.

**THEME:** Father's selfishness in sacrificing daughters' happiness for own ends.

**PRODUCTION HIGHLIGHTS:** Difficult to designate.

**EXPLOITATION ANGLES:** The great Belasco-Nance O'Neill stage success.

**DRAWING POWER:** Fairly good.

*Produced and distributed by Fox Films Corp. Length, 6,268 feet. Released October 3, 1926.*



Comedy highlights in the Pathe feature comedy offering "Atta Boy"



## Fools of Fashion

*Proving That the "Woman Pays and Pays"*

(Reviewed by Paul Thompson)

THE point of this George Randolph Chester story, originally called "The Other Woman" before Sarah Y. Mason made a scenario out of it, is that if you are a woman and your husband's income is inadequate for the fine clothes your feminine soul craves you must have a "boy friend" with a bank-roll on the side to do the buying or charging. His age does not matter; it can be elastic; in this instance he is a senile bounder named William Norris and played by Albert Roccardi in the most approved Broadway, Fifth and Park avenue manner. Marceline Day, a charming bride with a handsome Theodore von Eltz for husband, is taught the system by her friend, Mae Busch, wife of simple and trusting Robert Elder, Theodore's business associate and social friend.

Anyway, Mae shows Marceline how she personally does it with the assistance of dear old satyr Norris. Marceline even attempts to add to her income by posing for lingerie or stocking ads and then teas with the woman-hunter. By one of those theatrical coincidences both husbands call on the countess while this is all going on and murder is out. Mae Busch commits a moving-picture suicide and the first-year honeymooners have a reconciliation. It is a not particularly weighty social document but is well acted and staged. The best things in it are the morning-bath episodes (behind the usual shower all-concealing rubber curtain) of the Young family.

*The Cast: Mae Busch, Marceline Day, Theodore von Eltz, Robert Ober, Hedda Hopper, Ross Dione, James Mack and Albert Roccardi. Directed by James C. McKay. Art Director, Edwin B. Willis.*

**THEME:** Cheating for frocks. **EXPLOITATION ANGLES:** Point moral of story; virtue the great asset.

**PRODUCTION HIGH-LIGHTS:** Marceline's bath. **DRAWING POWER:** Good. Acting of entire cast.

*Produced and Distributed by Tiffany Productions, Inc.*

*Length, 6,484 feet. Released October 1, 1926.*



*Interesting sequences from the Abbot Films' presentation, "Children of Fate"*

## Atta Boy

*Pathe Shows How Reporters Are Made*

(Reviewed by Paul Thompson)

PLAYS on the legitimate stage or on the screen which deal with newspaper offices and the making of star reporters out of copy-boy material never should be entrusted to ex-newspaper men for reviewing. We are apt to be a bit too captious. For some reason or other the genus "Newspaper man" defies the ninety and nine producers and that applies, as I have said above, to both branches of the entertainment game. "Atta Boy" is no exception even though a lot of time, thought, trouble and expense obviously have gone into the making of this comedy.

An over-grown copy boy on a newspaper, with the ambition that every similarly situated copy-boy unquestionably possesses of becoming a reporter, Monte is hoaxed by the smart-Alecky star scrivener into the belief that he has been promoted to the desired state. He goes in his simplicity and guilelessness to interview a man whose child has been stolen and who has sworn vengeance.

To tell the story every possible comedy situation is devised. It is really a quite amusing melange or pot-pourri of melodrama, comedy, fashion show, etc.

*The Cast: Monte Banks, Mary Carr, Albert Fisher, Virginia Bradford, George Periolat, Ernie Wood, Fred Kelsey, Virginia Pearson, Henry Barrowes, Earl Metcalf, America Chedister, William Courtwright, Lincoln Plummer, Kerpie Morgan and Jimmie Phillips. Director, Edward H. Griffith. Story and continuity by Charles Horan and Alf Goulding. Technical Director, Jack Mintz.*

**THEME:** Copy-boy made reporter.

**EXPLOITATION ANGLES:** Excellence of names in cast. Amusing qualities.

**PRODUCTION HIGH-LIGHTS:** Banks' comedy scene in club; anti-climax of baby not black but colored.

**DRAWING POWER:** Should be good.

*Produced by Monte Banks Enterprises (A. MacArthur).*

*Distributed by Pathe.*

*Length, 5,775 feet. Released October 24, 1926.*



*Dramatic episodes in the course of the unreeling of "The Lily," the Fox Films screen version of the David Belasco stage play*





## Regional News from Correspondents

**ARTHUR RUSSO**, son of Vincent Russo, proprietor of the Casino and Victory theatres, motion picture houses, died recently, aged 18. He was prominent in class affairs at the senior high school and was planning to enter college in February.

R. E. Struve, of Pacific Beach, has commenced the construction of a motion picture theatre at Carlsbad, and will be its owner and manager. The house will have a seating capacity of 650.

Emmett Robert Gaderer, formerly with theatrical enterprises in Chicago and more recently connected with the Balboa and Cabrillo theatres in this city, has been

### San Diego

engaged as head organist at the Broadway Theatre here, which has just completed the installation of a new Morton organ. Mary Grant, who has studied under her brother, Jamie Erickson, organist at the Savoy Theatre here, will be relief organist at the Broadway. Improvements at this house include installation of motiograph de luxe machines and silverhead screen.

Work is now progressing rapidly

on the new block at Fourth and C streets, which is to include a theatre, which it is said is being planned as a West Coast house. The theatre will have a seating capacity of 2,500, with an Empire scheme of decoration, following the French renaissance style. If the plans go through as now contemplated H. L. Hartman, now manager of the Balboa and the Cabrillo, both West Coast houses,

will also manage the new theatre. A. L. Gore, president of the West Coast Theatres, Inc., accompanied by a group of business associates, has been here on a tour of inspection, but was not ready to announce definitely that his corporation would take over the new house.

George Stolberg, who has directed the orchestra at the Balboa Theatre for the past five months, has been transferred to one of the West Coast houses in Los Angeles and has been succeeded here by Al Lyons, who has directed at Loew's Warfield Theatre in San Francisco.

### Minneapolis

**FOX** Film corporation's new Des Moines exchange has been opened with Fox officials from many parts of the territory on hand for the ceremonies.

W. A. V. Mack, mid-west sales manager of Pathe, was in Minneapolis last week on a tour of the territory.

Coming from Omaha through Des Moines, John Flinn, vice-president and general manager of Producers Distributing Corporation, visited Minneapolis on schedule last week.

Phil Dunas, Minneapolis manager of Universal, has been promoted to management of Reginald Denny production sales for the company and is succeeded by Mark Ross, his assistant manager. Dunas has already gone to New York.

A former Minneapolis man, Frank H. Marshall, is the new sales manager of the Wurlitzer Organ Company with headquarters at Chicago.

The new State Theatre at Minot, N.D., will be opened by Northwest Theatres, Inc., the last part of October, according to Finkelstein and Ruben announcements. Ray Niles goes from the F. & R. house at Sioux Falls, S.D., to manage the new house, which will offer both stage and screen attractions.

Ray Copeland, Famous Players-Lasky crack salesman, has been named manager of the company's

branch at Des Moines, Ia., to succeed Frank Crawford, resigned.

Business men of Vernon Center, Minn., have announced that they will discontinue free motion pictures next year and will turn to band concerts.

L. G. Darling, Kenmare, and E. J. McIlraith, Crosby, N.D., have reopened the Stanley Theatre at Stanley, N.D.

David Helmer has assumed management of the theatre at Waubay, S.D., which he leased from F. G. Perry.

Al Meis has been named manager of three theatres bought by C. J. Goetz Amusement Company, at Kenosha, Wis., the Vogue, Buttery and Lincoln.

The Sioux City Rialto has reopened after closing for the summer.

Joe Ryan of the Lyric Theatre, Madison, S.D., will install a panatrope to alternate with piano, pipe organ and orchestral numbers.

Northwest Theatres, Inc., has installed a giant organ in its Sherman Theatre, St. Cloud, Minn.

Erection of the million dollar Capitol at Madison, Wis., has been started by Saxe Enterprises and three local men.

Frank Hallowell, Minneapolis Fox salesman, is recovering from an operation for appendicitis at Jamestown, N.D.

The Lyric and Pleasant Hour at Wishek, N.D., reopened last

week after being closed for the summer.

H. J. Boeke of the Electric Theatre, Hubbard, Ia., has reopened the house after summer closing.

The Gem at Hedrick, Ia., recently damaged by fire, is under repairs and will reopen soon.

Adolph Abram of Okabena, Minn., has opened the Brewster at Brewster, Minn.

A. J. Hand has sold the Lyric Theatre, Little Falls, Minn., to J. R. Mace, who has operated at New York Mills, Wadena and Clarissa, Minn.

P. F. White is putting a new canopy on his house at Sherburn, Minn.

C. W. Eckhardt and E. C. Grainger of the Fox organization, spoke at Fox's sales conference in Minneapolis last week.

Morris Abrams, Metro-Goldwyn-Mayer exploiteer out of Minneapolis, is putting over one at Brookings, S.D.

C. J. Servatius has taken charge of the Casino at Milaca, Minn., after buying from Nelson & Krejci.

J. C. Wodetsky has left Butterfield Enterprises and taken the managership of the Majestic in Cedar Rapids, Ia.

Pace & Bouma have added the Star Theatre at Lake City, Ia., to their string of houses at Pocahontas, Traer and West Union, Ia.

Sam Cornish has gone back to

exhibiting. After leaving the sales force of a Minneapolis exchange he bought the Princess at Sioux Falls, S.D.

F. D. Putnam is operating the Crystal at Bird Island, Minn., formerly owned by M. J. Huss.

R. T. Laatsch has opened the Grand Theatre, Mondovi, Wis., formerly handled by W. L. Crouse.

Harold Manheim, recently made Fox exploiteer in Minneapolis territory, has been transferred to Kansas City.

Miss Elizabeth Sullivan has taken the place of Miss Lucille Cormick as secretary to S. E. Abel, Fox manager, Minneapolis.

"It's Morgan Month," reads a legend on the back of brand new smocks worn in the Minneapolis P. D. C. office.

Metro-Goldwyn-Mayer employees have organized an efficiency club in the Minneapolis exchange office.

Stewart Harrington, Warner booker, is back at work after an operation.

Northwest exhibitors who visited Minneapolis last week included J. F. Mathewson, Star Theatre, Triumph, Minn.; Roy and Emerson McMinn of the Superior Capitol and the Virginia Royal, respectively; E. R. Mitchell, Princess, Bayfield, Wis., and Moss brothers, Olympic Theatre, Melrose, Minn.



### Denver

**T**HE latest addition to the fast growing number of Denver's suburban theatres will be a new \$250,000 house to be constructed at Second Avenue and Broadway by Thomas M. Jones, president of the South Denver Bank. The new theatre will be located in the heart of the rapidly enlarging South Denver business district centering at Broadway and First Street. Plans are nearly completed and construction will start in the very near future.

Joseph H. Ashby, First National manager, spent the week visiting exhibitors in the eastern part of the state. He returned back to his desk Saturday.

Chas. Gilmour has returned after a ten days' sales trip in Wyoming.

Tom Wickham, First National salesman for the western slope territory, completely wrecked his car last week when he turned over and rolled down a steep embankment near Delores, Colo. Mr. Wickham failed to negotiate a curve just

over the top of a hill. He escaped with a few scratches and bruises.

Chas Klein of the Black Hills Amusement Company in South Dakota has returned home after a two weeks' visit with exchanges.

Kenneth Hodkinson, United Artists district manager, who has been visiting Jack Krom for a week, left last Monday for Salt Lake City and Los Angeles. L. Weir, Producers district manager, also left for Salt Lake City last Wednesday after a several days'

visit with A. G. Edwards, local branch manager for Producers.

Gerald Whitney, Producers salesman who was recently operated on for appendicitis, is improving rapidly and will soon be able to return to his duties. Mr. Whitney's absence has necessitated Jack Scott, head booker for Producers, making a few sales trips into the territory.

S. B. Rahn, Pathe branch manager, spent the week visiting exhibitors in Colorado Springs, Pueblo, and other nearby points.





## Albany



ON account of having trained a year ago at White Sulphur Springs on Saratoga Lake, and for a week or two this year at Speculator, an Adirondack village, north of this city, Gene Tunney, the new heavyweight world champion, is well known to many exhibitors in this part of the State. This was particularly true with Isaiah Perkins, owner of the motion picture theatre at Speculator, who became a warm friend of Tunney when the latter was training in his village.

One of the old-time theatres in Schenectady, N.Y., the Crescent, which has been run during the past three years by Betty Feuer, is now about to give way to the demands of business. Miss Feuer hopes to continue in the business, but will probably be located in the northern part of New Jersey, or some city in close proximity to New York.

Nearly seventy film salesmen and managers from along Albany's Film Row attended the get-together dinner held in this city last week, at Farnham's Hotel. During the evening, there were short talks by Alec Herman, president of the Film Board of Trade; Howard Morgan, H. C. Bissell, Jack Krause, Isidor Schmertz, C. R. Halligan, and others. The presentation of a wrist watch to Jack Krause was made by Ted Hayes, local manager for Pathe. It is now planned to hold similar dinners from time to time during the winter in an effort to bring about the cleanest possible methods of salesmanship in this territory.

Ralph Bishop, who was succeeded last week by Alec Herman, as manager of the Pro-Dis-Co exchange here, left for Cleveland in a dismantled Cadillac car, and with a one-man tow consisting of a Ford in the back. Friends of Mr.

Bishop are now wondering if he has reached Cleveland.

Howard Morgan, manager of the Educational exchange here, has the distinction of being the only manager along Film Row who hasn't a lot of salesmen. Mr. Morgan covers the entire territory himself and is generally on the road from Monday until Saturday.

Albany's film salesmen declare that Charles Marshall, an exhibitor at Ausable Forks, is the hardest man in the State to locate. Mr. Marshall also deals in cars and is in New York City nearly every week.

O. R. Reiffel, former manager of the Fox exchange in this city, is once more back in Albany territory, but this time as a salesman for the Paramount exchange.

George Wright, one time owner of the Clinton Square Theatre in Albany, and later connected with the Universal exchange here, escaped death in the hurricane that swept over Florida resorts a couple of weeks ago. Friends of Mr. Wright are anxiously awaiting some word from him. He has been located in Miami for the past year, having a large boat on which he took out fishing parties.

Gene Lowe, who has been employed as booker in various exchanges here, may move to one of the Pittsburgh exchanges.

The past week brought a number of exhibitors to town, including Mrs. A. E. Milligan, of Schuylerville, and A. T. Mallory, of Corinth, the latter sporting a brand new sedan.

The Fairland Theatre in Warrensburg had a narrow escape last week in a fire that destroyed nine places on the main street in that village, and was stopped only when it was about to envelop the theatre itself.

Amos Leonard, salesman for Pathe, was in Albany last week for the first time in four weeks. Mr. Leonard has been at his camp in the Adirondacks.

Frank Learnan, manager of the Strand in Schenectady, not only looks after that house but also gives his personal attention to all exploitation and all billboard advertising for the entire chain of houses being operated by the Farly interests.

Alex Papayanakes, of Canton, owner of the American Theatre, is booking his pictures a year in advance, owing to the fact that he has definitely decided to leave within the next two or three weeks for Greece, where he will remain for at least six months, or longer. A relative will manage the house during his absence.

Leon Sanschgrin, owner of the theatre in Saranac Lake, paid a visit to Albany last week, and imparted the information that his house was not damaged by the fire of two or three weeks ago, which practically destroyed the hotel which he owned, and which adjoined the theatre.

Bill Donovan, owner of the Palace in Tupper Lake, and his partner, Paul Prespare, took a day off last week, and enjoyed the sights at the Malone Fair.

Frank Wurm, who took over the Star, in Salem, last February, from Jack Gilles, paid one of his periodical visits last week to Film Row, showing up with a brand new automobile.

Mike Nicolette, of Potsdam, who was planning to erect a theatre in that village, has decided to erect a business block instead.

Unadilla may have a new theatre in the near future, as a Mr. Hunt, running a house in Hunter and another in Prattsville, will not renew

his lease on these places when they expire next month. He is now talking of locating in Unadilla.

Jim Rose has closed his theatre at Queechy Lake, and is now devoting his entire time to the office of the Rosewind theatres, in Rensselaer, and the management of the Bijou, in Troy.

Elmer Griffin will operate the Columbia Theatre in Rensselaer on and after October 1, having decided to give up his lease of the Opera House in Kinderhook. Mitchell Connery has been running the Columbia since June.

There is a new comedian along Film Row in the person of Lew Freiberg, who is connected with the Fox Exchange.

Leonard Lipowicz, State Senator from Buffalo, and the owner of a motion picture theatre there, was one of the delegates to the Republican State Convention at Madison Square Garden this week.

Friends of Dr. J. Victor Wilson, one time manager of motion picture theatres in Watertown and who has of late been serving in a like capacity for the Spiegel interests in Florida, are anxiously awaiting some word from him.

Clarence Gardiner, owner of the Pine Hills Theatre in Albany, went up against stiff opposition on the night of the Dempsey-Tunney fight, as a large garage, less than a block away, advertised that it would receive radio reports of the fight and would accommodate 3,000 listeners without expense.

Claude Fish, owner of the American in Schenectady, is back at the ticket office, and has regained the seventeen pounds he lost in a combination of tonsillitis and quinsy. But an operation calling for the removal of his tonsils stares Mr. Fish in the face.



## Salt Lake City



DUE to an increase in business at the United Artists Exchange here, they have added a new stenographer to their office force, according to Joe Madsen, assistant manager of this exchange.

R. L. Whicker, owner of the Delta Theatre, Delta, Utah, spent a few days in this city this week lining up new business.

John C. Flinn, Vice-president and General Manager of Producers Distributing Corporation, who is one of the very prominent executives of the motion picture industry, spent September 17th in this city.

Messrs. Barnard and Steele, of the Isis Theatre at Bingham, Utah, are visiting the local Film Mart this week, as is T. M. Chesler, owner of the Princess Theatre at Bingham.

James R. Keitz, manager of the local office for Columbia Exchanges, returned a few days ago from the Idaho branch. Keitz is expecting a visit this week from J. T. Sheffield, owner of the Columbia Exchanges.

J. E. Ryan, operating the Liberty Theatre at Brigham City, Utah, is a visitor here, attending to his

booking and also attending the horse races which are here this fall.

L. J. Schlaifer, District Manager for Universal, is spending a few days at the local exchange.

Tony Hartford and Jimmie Beale, Universal salesmen, were both in this city attending a sales meeting under the direction of district manager Schlaifer.

Special Representative A. F. Hickox leaves the local Warner Brothers Exchange this week for Los Angeles.

A new sales representative is to be added to the Warner Brothers sales force in the person of H. A. Dunklee, who is being transferred from the Denver territory. He will cover Montana territory. Salesman M. F. Keller has been transferred from the local exchange to the Portland territory for Warner Brothers.

Fred Lind, manager for F.B.O. in this city, is making a trip of a few days' duration into Idaho.

The Paramount Empress Theatre here has just fitted the ushers up in very good looking new winter uniforms.

Manager George E. Carpenter, of the Paramount Theatre, met Pilot Carl Oelze, noted aviator, who recently successfully tested the experiment with the parachute which brings airplanes to safety, and Lieutenant B. P. Donnelly, of the United States Navy, upon their arrival here, and with his son, Guy Carpenter, was taken up in this huge plane, labeled "Wings." The wife and daughter of Manager Carpenter also had an air ride, as did Manager Carl A. Porter, of the Victory Theatre, with his assistant manager, Ray Hendry.

The aviators appeared upon the stage of the Paramount Empress Theatre the night of their arrival.

Charles G. Epperson, of Famous Players-Lasky, has returned to this city after a trip into Nevada.

Messrs. McDermaid and Thornberg are understood to have leased the new showhouse under construction at Cedar City, Utah.

Ed Ryan, owner of the Liberty and Alberta theatres at Brigham City, Utah, gave the Utah Theatre Supply Company an order for two Powers 6-B Improved Projectors with the latest type Peerless Reflecting Arcs, recently.

W. E. Shippley, manager of the Gem Theatre here, has lately given the Utah Theatre Supply Company an order for some loge chairs.

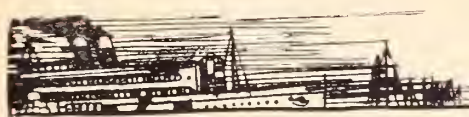
Branch Manager L. C. Wingham, of the local Metro-Goldwyn-Mayer Exchange, will leave for a trip into the territory this week.

R. F. Egner, Southern Utah sales representative out of the local Metro-Goldwyn-Mayer office, was called east a few days ago, due to the serious illness of his mother in Pennsylvania.

Clyde H. Messinger, local manager for Educational, is leaving within a few days for a trip into Idaho.

The new Fox salesman out of the local exchange, Jack Trowhela, left the latter part of last week for Montana, accompanied by Branch Manager H. Bradley Fish, who returned to this city a couple of days ago and is leaving immediately for Idaho to meet Bob Wallner, Idaho representative for Fox. J. L. Tidwell is now making the Southern Utah territory out of this office. Trowhela is going to cover Montana jointly with W. Calkins, Fox sales representative.





## New England



**GOLDSTEIN BROTHERS** circuit takes over on October 1 the Playhouse at Chicopee, Mass., which has been operated by Lewis Cohen. Goldstein Brothers have appointed Oscar Marcell as manager, who succeeds Philip Lavine.

The Palace Theatre at South Ashburnham, Mass., is another theatre which is said to be in process of changing ownership although no announcement is yet made as to the prospective ownership. The house has been operated by L. E. Maynard.

Loving Brothers of West Stewartston, N.H., have acquired two more theatres, the Gem Theatre in West Stewartston and Red Men's Hall at Beecher Falls, both of which have been operated by H. S. Young. The new owners take possession October 1.

Fred Sharby has opened Grange Hall, a new theatre at Hinsdale, N.H.

John Ames, who operates a circuit of motion picture theatres in New Hampshire including those in Colebrook, Bethlehem, Lisbon and other places, has opened a new theatre at Littleton, N.H.

Laurence Stuart, formerly Fenway manager at Boston and more recently in charge of the Greater Movie Season in New England for the Hays organization, has gone to Baltimore for a couple of weeks to attend the opening of the Century Theatre.

The new Stadium Theatre at Woonsocket, a Paramount house, opened Sunday for the first time. Pictures and presentations are on the program.

Two of Decker's Service trucks in service in Florida transporting films were lost in the Miami hurricane, but the drivers, Julius Mintz and A. Long, escaped. The Decker Service opened in Florida in the early summer and is associated with the Decker Service in Boston. Both of the drivers are Boston boys.

Word came through from Miami that William Begley, who is interested in Florida theatres as well as at Hampton Beach, N.H., had been in Miami during the storm but escaped injury although suffering some property losses.

The Casino Theatre at Quincy Point, recently acquired by the Begley interests, is being extensively remodelled.

Pawtucket, R.I., is to have another new theatre. J. J. Dunn of Fall River, Mass., who operates the Premier in that city, is building a new playhouse in Pawtucket which will be the third new playhouse to be erected there within a year.

Michael E. O'Brien, general manager of the Mystic Theatre in Malden, Fellsway in Medford, and Strand, Everett, Mass., has returned from a vacation spent in Atlantic City.

Wallace Gates was a visitor to Boston's Film Row during the week. He is one of the best known men in the Row and has been away from Boston for several months.

Abe Spitz of Providence, who runs theatres in Cranston, Edgewood and other towns near Providence, was in Boston this week

looking over future showings for his new theatre now under construction in the Wollaston district, Quincy, Mass. No date for the opening has been set.

Masonic Hall at Block Island, R.I., has been opened for motion pictures two nights a week by C. Desmaris, who is well known as an acrobat of a few years ago and who is a brother of Arthur Desmaris of East Greenwich, R.I.

Clayton "Beau" Hartford of the Pathe force at Boston, who covers Rhode Island, is vacationing for two weeks in New York City. Charles Wilson, also of the Pathe outfit as salesman in Western Massachusetts, is also in New York for his vacation.

Film Row was in an uproar during the week when a squad of Boston traffic police swooped down on three or four days and tagged scores of autos for violating parking provisions.

Demara Amusement Co. has bought the St. Mary's church property on North Main Street, Uxbridge, Mass., and will start remodeling the building for a motion picture theatre with a seating capacity of about 800. Work on the extensive alterations has already commenced.

Announcement is made that beginning October 1, Frank Wolf of the Fox exchange becomes branch manager of the Boston exchange of Producers Distributing Corporation.

Another new face at Producers commencing October 1 is Harry Smith as booker. He was formerly booker for Warner Brothers.

The new Steinberg Theatre at Worcester is rapidly nearly completion and is expected to open within a few weeks.

William Hickey is a new salesman at Producers Distributing Corporation at its Boston exchange. He comes from Norwich, Conn., where he formerly managed one of the large circuits in the "Nutmeg" State.

General Manager George C. Flynn of Producers Distributing Corporation is in Boston over the week-end starting October 1 on business in connection with his trip around the circuit of the company's exchanges.

Joseph Devlin, salesman in the Vermont territory for Metro-Goldwyn-Mayer, has resigned.

Word was welcomed in the Row during the week of the safety in Miami of Mr. and Mrs. Albert F. McLean at Miami. Mrs. McLean was, before her recent marriage, Stella Larsen, daughter of Robert G. Larsen, general manager of the Keith interests in Boston. Nathan Sharaf, wife and baby also sent word of their safety in Miami.

Longmeadow Community Hall, at Longmeadow, Mass., is to resume motion pictures two days a week starting about November 1. Mrs. F. T. Brand is to be in charge.

In tribute to Fred B. Murphy, its manager, Rotary Night was observed in the new Quincy-Strand by the Quincy Rotary Club, Tuesday night. Mr. Murphy is also manager of the Quincy and Alhambra theatres, Rotarians, Kiwanians and members of the Chamber

of Commerce were present in force and Col. Henry L. Kincaide, president of the Rotary, stepped to the stage, called Manager Murphy to the platform and presented him with a monster bouquet of gladioli. There was an exchange of felicitations, after which the program was given.

L. R. Cleaveland of the Phelps Film Co., shipped the motion picture camera which his company used at the Dempsey-Tunney fight from New Haven Wednesday night. This high-speed camera was used for the slow motion pictures taken of the fight. Production Manager Cleaveland, accompanied by John Spence, Jr., engineer and general manager of the Akely Camera, Inc., who managed the filming, General Manager L. G. Phelps and William R. Cragg, an expert camera man of Chicago, made up the Phelps party at the fight.

Louis Segal has been granted a permit for the erection of a motion picture theatre in Humboldt Avenue, Boston, to cost \$80,000 exclusive of all furnishings and equipment.

Lincoln Theatres Co., Boston, has incorporated, to operate theatres, with capital of \$10,000. Incorporators are William J. Bigley, of Somerville; Patrick A. McDonnell and Michael J. O'Shea, both of Boston.

Bids are closed for the proposed theatre on Broadway, South Lawrence, Mass., for Max Brown, 384

Broadway, that city, and contracts will probably be awarded within the next two weeks.

Sara E. Gray has bought the realty, 46-50 Melrose Street, from David Jacobs, who recently purchased it. The property is under lease to the Producers Distributing Corporation and is occupied by its Boston exchange.

George C. Thompson, manager of the Colonial Theatre at Belfast, Me., was a visitor to Film Row, Boston, during the week arranging for late season bookings.

Work is progressing rapidly on the new Colonial Theatre at Augusta, Me., which will replace the theatre destroyed by fire last spring. The new playhouse will have about 1,300 seats and some \$50,000 is being expended in the rebuilding.

H. T. Born Productions, Inc., is a new corporation organized in Medford, Mass., to film and deal in motion pictures, with capital of \$250,000. Incorporators are Henry T. Born, 496 Commonwealth Avenue, Boston, who is president and treasurer of the company, and John W. Walsh.

Mayor Malcolm T. Nichols turned the switch which threw on the lights of the new mammoth Bowdoin Square Theatre sign which brilliantly illuminates that end of the new Bowdoin Square Boulevard. A special program with Mayor Nichols and other speakers and Irving's Band assisted in the program.

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**A.** C. RALEIGH, connected with various film and theatrical interests in the Pacific Northwest for the last several seasons, and recently associated with the First National Pictures Company in the Seattle and Portland territories, last week was appointed house manager of the Coliseum Theatre in this city. The appointment was made by Harry C. Arthur, Jr., head of the Pacific Northwest Theatres, Inc., now operating all the houses formerly owned by Jensen-Von Herberg. Mr. Raleigh succeeds Frank Steffy, who has been moved to Portland after an association of more than seven years at the Coliseum.

Kenneth Hodgkinson, Western division manager of the United Artists Company, was a recent visitor in this territory. He spent a number of days in the local office with Manager Charles W. Harden, and also conferred with Manager Robert W. Bender of the Columbia Theatre, where this season's United Artists' product is booked for showing.

Guy Hazelton of the Rialto Theatre in Missoula, Mont., spent a few days here recently, en route to his home town after a vacation of six weeks in Hollywood. During his absence the Rialto was closed and thoroughly renovated, and the fall opening was scheduled to be held the latter part of September.

"Tiny" Maine, formerly connect-

ed with various "country store" enterprises in this city, was last week appointed manager of Hamrick's Uptown Theatre in the Queen Anne Hill district.

D. C. Millward, general manager of the Western Film Corporation, left last week for a short trip around the Oregon territory, in the interests of the new releases that are arriving daily at the local Western exchange. A number of prominent bookings have already been secured by Mr. Millward.

Oregon was well represented on Film Row last week, in spite of the fact that there was no special occasion for the turnout. Mrs. C. B. Hudson, of Hudson's Colonial Theatre; Bert Levy, former correspondent for the *Motion Picture Record* of this city, and Harry Poole, of Klamath Falls, all visited the magnates. Mr. Poole announced his plans for the erection of another Southern Oregon house, which will make his fourth within a comparatively short period of time.

Irene Davis, for several seasons stenographer of Manager Carl Stearn's local Warner Brothers' exchange, passed away recently after an illness of only three weeks. Spinal meningitis was given as the cause, according to physicians' reports.

After several weeks at the console of the Wurlitzer and on the

stage with the Nile Serenaders at John Hamrick's Egyptian Theatre, Henri C. Le Bel, organist extraordinary, left last week for Los Angeles, where he will again join the Pantages Theatre circuit.

Phil Holt, efficiency engineer from the general offices of the Film Booking Offices in New York City, paid Manager A. H. Huot of the local F.B.O. exchange a brief visit recently. He arrived here from Portland, and from this city planned to return East via the Canadian Pacific Rockies.

Rolla Duncan, of Billings, Mont., and B. J. Paccius, of the Princess Theatre, Seattle, were both visitors on Film Row during the last few weeks. Mr. Duncan expressed the hope of an early move to these quarters, providing he can adjust his show houses to a suitable extent.

Ned Edris, formerly associated with the Blue Mouse Theatre in Tacoma, last week was appointed general manager of the Chehalis and Centralia theatres for Moore and Dolan, the chain formerly owned by Frank Graham. Mr. Edris is former president of the Tacoma Theatre Managers' Association, and was the guiding light in the 1926 Tacoma Go-to-Movies campaign.

Mickey Garney, formerly associated with Producers Distributing Corporation in Butte, arrived in

town recently and is now acting as booker at P.D.C.'s local branch. He succeeds Norman H. Bosley, who has gone to Southern California to take up his residence.

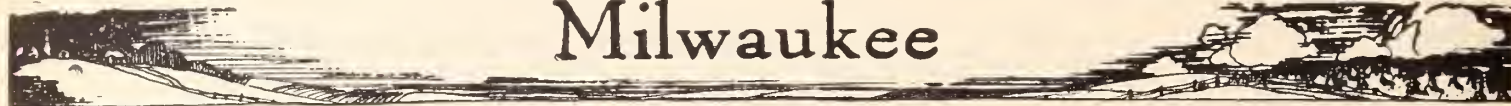
Gil Heffron, a former Montana exhibitor, and now a producer for Gotham Productions, spent several days in this city last week renewing many of his former friendships.

Fred Mercy, Eastern Washington theatrical magnate, spent a few days in this territory recently. He is now owner of the Legion Theatre in Walla Walla, which he bought from Frank Talabere. This is his second house in this territory, his first being the American Hotel, also at Walla Walla.

Ground was broken some time ago for the new Montlake Theatre in this city, and present indications are that the house will be ready for an early winter opening. John Hamrick is the owner of the house, which will be the sixth in his Washington and Oregon chain.

John C. Flynn, president and general manager of the Producers Distributing Corporation exchanges, arrived in Seattle last week and spent a short time here in an exchange handsomely decorated for the occasion.

C. C. Lee, owner and director of the Paramount Theatre at Okanogan, Wash., died last week after a short illness.



**JOHN C. FLINN**, Vice-president of Producers Distributing Corp., Hayden Duke, assistant secretary, and Ralph Clarke, assistant sales manager, stopped at the Milwaukee P.D.C. branch for a few hours on the 24th on their country-wide tour. These P.D.C. men are making 31 exchanges in all parts of the country in 33 days, using motors, railroads and airplanes to accomplish what seems an impossible feat. C. E. Maberry, district manager, and F. H. Knispel, district representative, are accompanying them in this section of the country.

O. V. Kelly, of the Badger Theatre at Reedsburg, was in Milwaukee during the past week.

Elmer Hall has been appointed manager of the Merrill Theatre to succeed Harry Jones. Mr. Hall formerly was assistant manager. Mr. Jones is now connected with the Parkway Theatre at Madison.

S. H. Abrams, manager of F. B.O. local branch, spent the week in the territory, covering several key towns. He expects to spend one week visiting towns in Michigan before he returns.

Among out-of-town exhibitors visiting Milwaukee this week were E. Accola, of the Bonham Theatre at Prairie du Sac; P. A. Panka, of the Metropolitan, at Prairie du Chien; P. Nowatske, of the Park, at Mukwanago; and Louis Rossa, of the Douglas Theatre, at Racine.

Neil Duffy, of the Elite, of Appleton, was in Milwaukee recently to arrange fall bookings.



John C. Flinn, vice-president of Producers Dist. Corp., Hayden Duke, assistant secretary, and Ralph Clarke, assistant sales manager, with the Milwaukee P. D. C. office force, on their country wide tour in which they plan to visit 31 exchanges in 33 days

Bob Smith, manager of Warners Exchange, and Lyman L. Ballard, representative of United Artists, made a hundred mile trip on Tuesday from Ripon to Milwaukee in two hours flat. It took a bit of maneuvering to outwit the fly cops, but the film men emerged victorious and unscathed.

William Roob, of the Grand, Port Washington, spent a few hours along Film Row recently.

J. G. Frackman, manager of Progress Pictures, made a short

trip into northern territory this week.

Roy Wheeler, of the new Lloyd's Theatre at Menominee, Mich., visited the local exchanges this week. This is Mr. Wheeler's first visit here since the opening of his new house.

"Dad" Wolcott, of the Majestic, at Racine, was greeted in the various exchanges this week. "Dad" hasn't been seen in Milwaukee for quite a while.

Vitaphone at McVickers, Chica-

go, is attracting many Milwaukee film folks. Charles Washicheck, Charles Trampe, and Bill Tews, local exhibitors, went down on Tuesday. H. J. Fitzgerald, general manager of Saxe Amusement Enterprises, and E. J. Weisfeldt, stage production manager, also attended the exhibition.

T. A. Shimmens, of the Grand Theatre, Newberry, Mich., visited local exchanges recently.

Mark Morgan, salesman for Progress Pictures, has purchased a new Ford sedan, resplendent with yellow wire wheels, the pride of Mark's heart.

Returns of the Tunney-Dempsey fight broadcast in local theatres proved quite an attraction and filled the houses.

Harvey Hanson, of the Palace, at Antigo, was among Milwaukee visitors.

Harry J. Shumow, M.-G.-M. salesman, spent the week in New York City.

Glen Shields, managing the Grand, at East Troy, visited local exchanges recently.

L. E. Baker, of the Home Theatre, New Lisbon, was among the week's out-of-town exhibitors to visit Milwaukee.

Charles Braun, managing the Miller Theatre, Milwaukee, attended the bout at Philadelphia.

William Van Dyke, of the Bijou and Vaudette, of Kaukauna, was in the city recently arranging bookings.





# New York and New Jersey



THE Annual Entertainment and Dance of the combined moving picture companies in New York, sponsored by the Motion Picture Athletic Association, will be held at Mecca Temple on Saturday evening, November 27th.

These columns reported last week that the foundation work for Universal's new 3,500-seat theatre project on New Utrecht Avenue in the Boro Park section of Brooklyn was completed and the house was well under way. This week comes a report from a nearby resident of Boro Park that a high board fence has been erected around the entire site and that all building operations have apparently ceased, at least for the present time.

In connection with the above it might be stated that a Brooklyn builder by name of Schwartz has under construction and well-nigh completed a 2,000-seat house within three blocks of the Universal Theatre Corporation's proposed structure. In addition to the foregoing, Loew's Boro Hall Theatre on New Utrecht Avenue is but six blocks away from the incomplete Schwartz house.

Although the Boro Park section of Brooklyn is thickly populated and growing at a fast rate, perhaps after all there is more than just talk in all the conversation one hears about oversteering in the several boroughs.

Canarsie, long the butt for small time vaudeville and other jokesters as being the edge of the world and the one place not to go, is at last coming into its own; and it is possible that these same wisecrackers, in their efforts to escape the heat and high rents of Manhattan, have made Canarsie's first theatre a reality of the near future. Plans for a 1,800-seat house have been filed by Charles H. Krieger, representing Samuel Friedman, head of the holding company which has taken title to the tract at Rockaway Avenue and Smith Lane. The site is but a short distance from the Canarsie terminal of the B. M. T. According to Krieger, negotiations for a lease are pending between the holder

and one of the large producer-distributors of our industry.

Floyd Vogt, Pathe South Jersey salesman, after returning from a check up of that portion of the State, reports a thriving situation and that future prospects are particularly bright.

Dave and Charles Esterman, two exhibitors, who hail from the State of Connecticut, recently secured title to the theatre properties known as the Garden, Springfield Gardens, and the St. Albans, St. Albans, Long Island. Con Nolan is manager of the Garden, while Charles Litt is in charge of the St. Albans house. The recent real estate boom on the Island, which has included these towns, augurs well for the new owners.

Coleman Brothers, Abe and Sol, who were the former owners of the above-mentioned theatres, are now engaged in building a 2,000-seat theatre at Glen Cove, L.I.

Ben Antler, New Jersey exhibitor who now has three houses to his credit, was over this week attending to bookings and other matters pertaining to his recently acquired houses. Mr. Antler will make a number of improvements to both the Strand at Clifton, and the Warren Square, at Newark. This work will not interfere with the daily operation of either theatre. Antler also operates the Park at East Rutherford.

Moe Goldman, present owner of the Chatham Square Theatre, 5 Chatham Square, New York City, and former operator of the Arch Theatre, Bronx, will reopen the Chatham Square house this coming Sunday.

Now that the football season is getting under way, all the film boys who can claim the acquaintance of Samuel Struve, operator of the Arcade Theatre, Princeton, are more than ever cordial to the college town exhibitor. The reason for this is that Mr. Struve has for several years generously undertaken to procure the much sought after tickets for important games.

Although extremely busy as a result of the heavyweight cham-

pionship changing hands, Milt Kro-nacher of Pathe stopped long enough from fixing up contracts, to inform us that these columns carried an error in the last issue. It has to do with the location of William Salkin's new Eagle Theatre and that house is situated at 103d Street and 3d Avenue instead of 132nd Street, New York City.

At the same time, we were taken aside by Eddie Carroll, who made mention of a certain deal he made in an unguarded moment with Milt for a bungalow clock. Eddie says the point is, that while Milton is a very fast worker (his sales record proves this statement), the clock won't work at all.

Stanley Sobelson, New Jersey exhibitor, has concluded the deal whereby he and his associates acquire a theatre site in Elizabeth where they will erect an 1,800-seat house. Messrs. Unger and Thompson are his partners in the project. The location of the new house will be on Elizabeth Avenue, the site of the old Avenue Theatre. On the completion of this new house, Elizabeth will have ten theatres. The Fabian-Stanley organization own most of them.

There is a rumor around to the effect that certain theatre operators are planning a new house for Woodbridge, N.J.

If the truth were known, there are not many who can say today that they picked the winner of the recent heavyweight championship fight at Philadelphia. But this writer knows of one and his name is Maurice Ross of Lakewood. If Maurice succeeded in getting some of his bets covered he must have cleaned up, but up until the time this writer left him last week Tuesday, while several other exhibitors were doing considerable shouting about Mr. Dempsey, they failed to back their sentiments with anything else but words.

Al Sautelle, Pathe non-theatrical man, has left his suburban quarters at Montclair, N.J., and outside of office hours can be located on the corner of 42nd Street and Broadway during the winter months.

M. Frey, former manager of the A. H. Schwartz Rialto Theatre, is now in charge of the house at College Point, L.I.

Rosensweig and Katz' Leader Theatre, under construction on Coney Island Avenue, Brooklyn, is fast nearing completion and is expected to soon be ready for its opening. The Leader seats approximately 2,000.

Blinderman and Steiner's new theatre, a 2,000-seat project at Woodhaven, is also well under way, according to report.

Community Hall, a new 500-seat house at Seacacus, N.J., opened last week under the management of William Marz.

The Mayfair Theatre, now being completed at Avenue U and Coney Island Avenue, Brooklyn, as the latest addition to the A. H. Schwartz circuit, will be opened with appropriate ceremonies Monday evening, October 11th. The playhouse, with a capacity of 2,000, will be devoted to vaudeville and first-run photoplays, thus providing a new center of amusement to the communities of Sheepshead Bay, Flatbush, Gravesend, Midwood and Coney Island.

With the opening of the Mayfair Theatre, the Schwartz circuit will consist of twelve houses in operation. Of eight more under construction, one will open shortly at Kings Highway and Flatbush Avenue, Brooklyn while other new houses will also be opened in Flushing and Freeport.

Commenting on his latest theatre project, the largest yet to be erected for the A. H. Schwartz circuit in the Flatbush section of Brooklyn, Mr. Schwartz said: "It is my object to give the people of Flatbush a theatre of which they will be proud; a theatre, modern in every detail, possessing every comfort and convenience, and devoted to the finest in entertainment on stage and screen. I can do no more toward showing my appreciation for their support than to provide a playhouse, if not the best, then at least the equal of any in the country."



# Detroit



THE Seventh Annual Convention of the Motion Picture Theatre Owners of Michigan has been postponed until October 19th and 20th. The postponement was necessary owing to the time which was spent during the operators' strike.

The Academie Theatre, Detroit, was sold at public auction Tuesday, to the Federal Bond and Mortgage Co. for \$19,000.

Harry Abramson, who had managed a good many theatres in Detroit, died last week from double rupture and appendicitis.

Paul Schlossman of Muskegon recently motored to Detroit in his new Packard.

The Theatorium Theatre on

Baker Street was recently robbed of \$130, the night's receipts. John M. Bowie, the cashier, was held up by two men as he was about to leave for his home.

The Grande Theatre has installed an eight-piece orchestra, and has given the house a new coat of paint and decorations. Glen Pierce is the manager. He conducts a singing night once each week, at which time slides of the latest songs are thrown on the screen, and everybody in the house tries out their voices.

Jake Schrieber of the Blackstone Theatre has just returned from President Coolidge's farm, where Mr. Schrieber had met the President. Mr. Schrieber, who had taken

his little cub bear with him, stated that while he was talking to President Coolidge the bear had escaped and had jumped into the President's car. However, the bear was captured again and Mr. Schrieber had brought him back again to Detroit, where he will be donated to the Detroit Zoo at Belle Isle.

Jess Fishman, general manager of the Standard Film Co., was a visitor at the Detroit exchange for several days.

Al Boasberg, former Detroit Exploiteer for Paramount, and who now is with F. B. O. in New York, was married last Sunday to Miss Rosadel Staderker of Chicago. The wedding had taken place at the Chicago Beach Hotel, Chicago.

Al W. Gillis, manager of the Gladmer Theatre in Lansing, Mich., has been transferred to the Powers Theatre at Grand Rapids.

The Senate Theatre in Detroit is about completed, and Arthur Bacher has stated that the new house will open on September 27th.

W. A. Kent, salesman for Warner Bros., is a proud father these days, as a bouncing baby boy was born to Mr. and Mrs. Kent last week.

H. R. Clark, assistant General Salesmanager of Producers Distributing Corporation, has paid the Detroit branch a short visit.

Ora DeGuibert, of the Colonial Theatre at Jackson, paid the exchanges a visit this week.





## Southwest

**ED COLLINS**, Galveston representative for Publix Theatre Corporation, was in Houston last week visiting with Harry Van Denmark, local Publix manager.

Col. A. L. Fardwell, general manager for the Interstate Amusement Company, passed through Houston several days ago, enroute to Birmingham, Ala., where his company is opening a new theatre.

The Schulmans, Houston and New Orleans theatre owners, have purchased the three Bryan, Texas, theatre houses. The deal was consummated several days ago, according to Harry Schulman, manager of the Houston Strand Theatre. The consideration was \$35,000.

The Bryan theatres are the Queen, Dixie and Palace. They were purchased outright from William R. Fairman, Bryan theatre man, who operated them for the past ten years.

Morris Schulman has moved his family from Houston to Bryan and will take over the active management of the theatres.

Jesse Warden has been named manager of the Royal Theatre, Houston, succeeding R. L. Carter, who has returned to the theatre supply business. Mr. Warden was formerly connected with the William Lytle Theatre in San Antonio.

Theatre managers have reported better business since the bay shore summer resorts have closed for the season.

The foundation for the new Loew Theatre, Houston, is well

under construction. The theatre will be located on the north corner of the same block with new Publix Theatre, which is two-thirds completed.

In one of the stormiest elections ever before held in the local office, Oscar A. Morgan, branch manager for Pathe Exchange, Inc., was elected president of the Dallas Film Board of Trade while he underwent a minor operation in a local hospital, Monday.

Harmony prevailed until regular business was finished. Joe Luckett, long-time film exchange manager, now with United Artists, was thought to be the logical selection. There was some talk along the Row of LeRoy Bickell, manager for M.-G.-M. While Morgan underwent the knife at a local sanitarium his name was put before the members who, after failing to come to a decision on other candidates, elected Morgan almost unanimously.

Directors who were elected at the meeting are: Jack Adams, Home State Film Co., Joe E. Luckett, United Artists, P. K. Johnston, Fox, R. C. McIlheran, Universal, Harry T. Peebles, Liberty-Specialty Film Distributing Corporation, and Don C. Douglas, secretary.

What was perhaps, one of the largest openings ever heralded a theatre in West Texas was given Ross Dixon's new Palace in Colorado, Texas, last Tuesday night. Dixon has one of the most pretentious playhouses in the states in a

town the size of Colorado.

Thoroughly modern and equipped, upholstered seats, Da-Lite screen, Blizzard Cooling and Ventilating system with an atmospheric finish, the Palace is truly "The Pride of West Texas," as Dixon puts it.

With the unverified report that Pathe has concluded to follow the trend of the distributing film trade through acquiring its own houses, the walls of the new Pathe Exchange Building on Film Row, here, are being poured this week. Contractors announced that the work thus far advanced would enable them to complete the fireproof edifice on schedule time if weather permitted.

The building is of the latest Spanish architectural design, two-story and of reinforced concrete structure. Elaborate offices will be separated from the film and pre-viewing rooms by a mammoth fire wall with automatically controlled doors.

For the convenience of the exhibitors a special office with telephone, stationery and desks and free stenographer will be furnished. The building is expected to be completed by November 15.

L. E. Brewer, who has the Hamly and Victory theatres at Pauls Valley, is planning a third theatre for that city. The new theatre will show western pictures and will operate for ten cents. We understand that he does not renew his lease on the Hamly, but will re-

decorate the Victory and will show first-class pictures. The Victory will be run at 10 and 20 cents regularly, with a top price of 25 cents for specials.

The new H & S Theatre opened at Chandler September 16th, to a capacity house. The theatre seats 600 and has a large, spacious balcony, and a stage built to accommodate any kind of road show. One of the unusual features of the new theatre is the "cry room"—a large sound-proof room with a plate glass front, to which mothers may take their children when they start to cry, and still witness the picture. Hoover and Stettmund, the managers, also operate the Odeon Theatre at Chandler.

It is reported that Walling and Murphree, who have the theatres at Bristow, and until recently owned two theatres at Cushing, are putting in a theatre at Sand Springs. The new theatre will be in the location of a former theatre there, and will make the third house for Sand Springs.

H. L. Ritter was in town last week buying equipment and booking pictures for the theatre he is putting in at Freedom, Okla.

Kommie Weinberger, champion Dallas salesman, is now selling for the Specialty-Liberty Exchange here.

As the result of recent purchase of the Yale Theatre Supply and the Southern Equipment Co. by the National Supply Company, the Yale stock is being moved into the Southern location.



## Kansas City

**FOLLOWING** the merger of the Cole Theatre Supply Company of Kansas City and the Yale Theatre Supply Company, which were purchased by the National Theatre Supply Company, C. D. Cole will remain in Kansas City in charge of the local store, while C. D. Struble has departed for Chicago, where he will be secretary of the new concern.

Kenton Franklin, who has been in charge of exploitation for the Newman and Royal theatres, Paramount houses of Kansas City, has been made advertising manager at the Newman, while William Jacobs, who has been in charge of advertising at both houses, will direct the advertising at the Royal, the changes coming as a result of the policy of long run attractions at the Royal.

There are many alleged humorous adjectives in the English language, but not enough to serve as proper equipment for the "free-for-all" baseball game which was scheduled for Saturday between a team of Kansas City film exchanges and exhibitors. Art Levy of Associated Exhibitors, who gave birth to the idea, will be captain and surgeon of the exchange team while Jack Langan of the the game being scheduled for old

Film Inn will head the exhibitors, American Association Park at 2 o'clock.

Among the out-of-town exhibitors in the Kansas City territory this week were: Mark T. Wilson, People's Theatre, Chanute, Kans.; Mrs. C. A. Whitney, Ottawa, Kans.; G. L. Rugg, Atchison, Kans.; S. E. Wilhoit, Springfield, Mo.; Walter Wallace, Orpheum, Leavenworth, Kans.

Milton H. Feld, former managing director of the Newman and Royal theatres, Kansas City, but now with Publix, was in Kansas City this week making arrangements for the installation of Publix's new entertainment plan at the Newman.

Manuel Shure has been appointed as house manager of the Royal Theatre, Kansas City. It will be Mr. Shure's first venture into the film game.

The Neely Theatre, Dighton, Kans., has been opened by C. R. Neely. R. C. Buxton has disposed of his interests in the Strand Theatre, McCracken, Kans. George E. Planck has resigned as manager of Universal's Sedalia Theatre to accept a position in the publicity department of Publix theatres.

From exchange representative to exhibitor, then back over the fence again goes W. P. Bernfield, Kan-

sas City veteran who has been named as branch manager of Tiffany Films in Kansas City.

F. Wynne-Jones, president of U.F.A., of Germany, was a Kansas City visitor, as were John C. Flinn, vice-president and general manager of P.D.C., and Hayen Duke, assistant secretary.

Bert Edwards and "Rube" Melcher have joined the sales force of Warner Bros. branch.

The Fox exchange announces that its salesmen have reached their quota in the second week of their nine-week sales drive.

A special squad of home office salesmen of Metro-Goldwyn-Mayer is due to report at the Kansas City exchange this week.

Ed O'Neil, Educational salesman, has had a big week, according to "Red" Jones, branch manager.

Harry Silverman, Independent Film Corp., salesman, disposed of the old Ford last week and now is trying out a gear-shift car for the first time.

Sidney Kent, general sales manager for Paramount, was a Kansas City visitor.

H. L. Gray, for more than thirty years employed as property man in various Kansas City theatres, died Sunday. He was 65 years old.

### Baltimore

**A**N operation for appendicitis was performed on Rodney Collier, assistant manager Rialto Theatre, Washington, D.C., recently.

LeRoy Sherman, manager of the Savoy Theatre, Washington, D.C., and Miss Mildred A. Crandell, eldest daughter of Harry M. Crandell, of that city, were married recently and are now on their honeymoon to Europe.

T. C. Cunningham, formerly manager of United Artists' Exchange, Washington, D.C., has resigned and been succeeded by Arthur M. Wineberger.

The Palace and Princess theatres, of Maryville, Tenn., have been purchased by the Crescent Amusement Company, Nashville, Tenn., of which Tony Snidekum is president. The playhouse will be entirely overhauled and remodelled and reopened to the public.

A theatre building is to be constructed at Memphis, Tenn., by Anselmo Barrasso, to cost approximately \$25,000. It will measure 120 by 65 feet and be located at Jackson Avenue and Decatur Street. The design was drawn by Hanker and Cairns, architects.





# Cleveland



SEVERAL years' talk about an outdoor theatre for Cleveland, has at last crystallized into something definite. W. R. Hopkins, City Manager, just back from New York, announces that plans for the theatre are being drawn by R. H. Burnside, stage manager of the New York Hippodrome and Peter Clark, architect of that theatre. The location selected is in the Shakespeare Garden at Rockefeller Park. Work will be started the first of the year so that the theatre will be available for summer opera next summer. \$100,000 is available for the project.

Charles L. Casanave, head of the Associated Theatres of Ohio, whose main object is collective theatre booking, is now permanently established in offices of his own at 203 Film Exchange Bldg. Although Casanave has been in town only a little over a month, his organization has taken root, and is rapidly spreading. He has lined up about twenty-two houses at this time, and others are preparing to join him in his efforts to protect the individual theatre owner's investment through collective theatre buying, collective equipment buying, and collective exploitation.

The Jacob Baker Motion Picture Studio property at Winterhaven, Florida, was not affected by the storm which wreaked so much damage in that state last week. Jacob Baker, who was in Cleveland at the time conducting his Cleveland office, states that luck was with him this time and that the storm did not come as far north as Winterhaven. Baker recently suffered a \$75,000 loss in his Cleveland studio at Prospect Avenue and East 22nd Street, when he lost his entire equipment by fire due to crossed wires.

Paul Gusdanovic's renewed Regent Theatre at Buckeye Road and East 117th Street has sent out 1,800 invitations for the formal opening of the house on Friday of this week. Some time ago Gusdanovic bought the Regent theatre which had 800 seats. He bought the property just back of the theatre and built on it, increasing the seating capacity to 1,800. All summer the work of building and alteration has gone on without the house being closed a single day. A temporary wall was built separating the old from the new part so that the performances could go on without interruption. Now the new part, erected at the cost of approximately \$75,000, is finished. For a few days the performances will be discontinued so that the two sections may be thrown into one. Everything about the Regent, as it now stands, excepting only the four walls, is new. A complete stage has been built to take care of the vaudeville, which will be a part of the policy starting Friday. Vaudeville, however, will not be shown during the week, but will be confined to Sunday. On this day admission price will be 35c. Other times, with a straight picture policy, admission price will be 25c. In addition to entire new equipment, Gusdanovic has provided the theatre with a seven-piece orchestra. Matinees are presented Sundays and holidays only. During the week evening performances only are offered. The opening of the Regent on Friday is entirely invitational. It will open to the general public the following Saturday.

Billy Exton, heavyweight manager of E. Mandelbaum's Temple Theatre, Toledo, was visiting around the local Film Exchanges last week, finishing up the details of his fall bookings.

E. Mandelbaum, owner of the Temple Theatre, Toledo, was conspicuous along the Rialto last week. Mandelbaum spent the week in New York.

Fred Desberg, general manager of Loew's Ohio Theatres, and Mrs. Desberg landed in New York last Tuesday after a summer abroad. Desberg remained in New York the rest of the week to transact some business.

Not many local exhibitors answered the roll call at the Dempsey-Tunney fight last Thursday in Philadelphia. Those who are known to have made the journey are Tom Scoville and Percy Essick, of the Scoville, Essick and Reiff circuit; S. W. Manheim, of the Manheim Theatres, John Royal, manager of Keith's Palace, Cleveland; Howard Feigley, of the Rivoli, Toledo, and M. B. Horwitz, of the Washington circuit, Cleveland.

Milton Korash, recently manager of the New Broadway Theatre, Cleveland, a first-run suburban house, is now managing the Strand, Akron, a first-run downtown house.

Leo Greenberger, manager of the Strand Theatre, Cleveland, has just returned from a summer of European travel. Greenberger was gone three months.

Sam Deutch is busy these days remodelling his Sun Theatre. The changes will include a new box office, lobby, and interior decorations.

Angelo Vitale, musical director at Loew's Park Theatre, has a true story to offer which will be hard to beat. He recently received a letter from a gob in Ireland saying that he had gotten Vitale's music on the air, and wanted to express his appreciation. Ireland's a long way off from the Park Theatre at

Cleveland, Ohio, and Vitale was delighted that he was drawing an audience from that distance.

Ben Abrams, who, at one time, was special representative for J. D. Williams, has joined the Fischer Film Company's organization, as special sales representative. The Fischer Film Company, with offices in Cleveland and Cincinnati, now has six men covering the field regularly. Abrams, whose territory will be confined only by the state boundary line, makes the seventh.

John C. Flynn, general manager for P. D. C., was in town on Monday and held a meeting of the entire Cleveland office force.

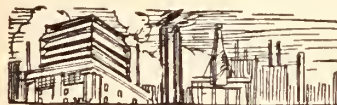
Gotham Film Exchange is now marked up on the Film Exchange Bldg. directory. This exchange was opened last week with M. C. Howard as manager, at 301 Film Bldg.

C. J. Sonin of the Metro-Goldwyn-Mayer home office was a guest of local exchange manager Harris P. Wolfberg last week.

Mrs. Georgia Moffett, secretary of the Film Board of Trade of Cleveland, called it a vacation last week and went on a visit to Indiana.

C. H. Parker has resigned as assistant manager of the local Pathe exchange. Parker is at present in Washington, D.C., his former home.

W. C. Bachmeyer, central division manager for the Fox Film Corporation, was in the city the latter part of the week on his tour of the territory. Bachmeyer says that he has found the picture business in a healthy condition wherever he has been recently. Theatres are all doing normal and better-than-normal business. Exhibitors everywhere are optimistic and are preparing for a good season.



# St. Louis



GEORGE P. SKOURIS, 33 years old, of Skouras Brothers Enterprises, Inc., operators of the Missouri, Ambassador, Grand Central, West End Lyric and many neighborhood houses in St. Louis, and Miss Julia Ghiglione, 4948 Botanical Avenue, St. Louis, were married by Justice of the Peace Schuler at the St. Louis City Hall Saturday, September 25.

The couple later departed for New York on their honeymoon. They were accompanied to the marriage license office by Leto Hill and Mrs. M. S. Schuler, who acted as witnesses to the ceremony.

Mrs. Stella Miller, 2119A North Twelfth Street, St. Louis, foiled two men who attempted to rob the Webster Theatre in the same building with her living quarters.

From a window of her home she saw the men break the glass of a rear window of the theatre. She yelled at them and the men fled.

Charles Werner, formerly active manager of the local Metro-Goldwyn-Mayer exchange, and Joseph Desberger, have taken over the

ownership of the Washington Theatre, Belleville, Ill., and the Kirkwood Theatre, Kirkwood, Mo.

Desberger will make his home in Belleville and manage the house there, while Harry Wagner will continue as manager of the Kirkwood. The consideration paid for the two houses has not been made public. The new owners plan to put on high-class feature pictures and other attractions in keeping with that standard.

S. Parker has sold the theatre at Portageville, Mo., to W. A. Collier, former owner of the house. Ralph Anderson has sold his house at Gideon, Mo., the new owners taking charge September 24.

Jack Weil, proprietor of the local Gotham Pictures Exchange, has taken quarters with Progress Pictures, at 3320 Lindell Boulevard.

Barney Rosenthal, president of Columbia Pictures, is back from a trip to Hannibal and Quincy, Ill.

Tommy Charack, district publicity director for Universal Pictures, departed for Dallas, Tex., on Sunday, September 26, to take over the publicity and exploitation work in the territories served by Dallas, New Orleans, El Paso and Oklahoma City. Bob Gary of Kansas City will look after St. Louis, Kansas City, Des Moines and Omaha in the future.

Paul Maricle, formerly of Kansas City, Mo., is now traveling Illinois for United Artists, Herman Goldstein has northern Missouri and Emil Courte, a recent arrival from New Orleans, has southern Missouri.

T. Y. Henry, district manager for United Artists, is in town and

plans to spend a week or so in our midst.

Visitors of the past week included Messrs. Leber and Hirsh, Pacific, Mo.; Jimmy Clayton, West Frankfort, Ill.; Tom Reed Duquoin, Ill.; Bob Cluster, Johnston City, Ill.; Roy Nicely, Cuba, Mo.; Frank Barnes, Carmi, Ill.; Kenneth Gray, Rolla, Mo.; William Karstetter, Columbia, Mo., and H. E. Whitney, Mexico, Mo.

J. F. Ragland was another film luminary to pay us a call during the past week.

Elm Creek, Neb., is to have a new theatre with a seating capacity of 300. It will be one-story and basement, 30 by 85 feet, and plans are now being prepared by J. P. Helleberg, Masonic Building, Kearney, Neb. Local interests are behind the project.

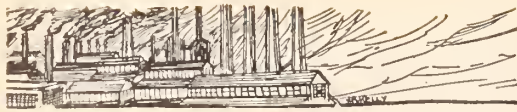
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## Central Penn



**F**ORMAL exercises on Labor Day marked the opening of the new \$500,000 Capitol picture and vaudeville theatre, erected in Hazleton, Pa., by the Comerford Amusement Company, of Scranton, which operates a big chain of Pennsylvania theatres. The house has a seating capacity of 2,400 and is modern and beautiful in design. The dedication was attended by M. E. Comerford, president; M. B. Comerford, general manager, and other executives of the company, who had among their guests in the evening a number of city officials of Hazleton and prominent business and professional men of Luzerne County.

The house manager is J. L. Fitzpatrick, who got a great reception on the opening night. There were organ selections by Mona Jones, resident organist, and Professor Edward Benedict, of Kimball Hall, Chicago. The opening picture attraction was Bebe Daniels in "The Palm Beach Girl," and the leading stage attraction was Al Moore's band, composed of former marines. There was excellent music also by the theatre orchestra, which is under the direction of Harry Schmitt.

Five hundred hard boiled eggs, contributed by children as the

price of admittance at a recent matinee at the Colonial Theatre, Harrisburg, were donated by the theatre management to the Home of the Friendless.

Announcement is made of the birth of a daughter, Gloria Mae, to Mr. and Mrs. Clayton D. Buss, of Easton, Mr. Buss being head of the Twin City Theatre Company, Inc., of Easton and Allentown.

October 15 is the date set for the formal opening of the handsome new West Side Theatre, which has just been completed in West Scranton as an addition to the big chain of Pennsylvania theatres operated by the Comerford Amusement Company. It is a three-story brick and steel theatre and business building on North Main Avenue. The seating capacity is 2,200, of which 1,500 is in the main floor and 700 in a balcony. Arthur Luce is manager. The theatre is equipped with a stage and can be used for vaudeville and legitimate shows as well as pictures.

High-powered radio receiving sets brought the news of the Dempsey-Tunney fight to the patrons of all the six Wilmer and Vincent theatres in Harrisburg. Manager C. M. Gible, of the State Theatre, arranged for recep-

tion of the news over leased wire from Philadelphia and relayed it from a central point to the theatres. Similar service was given in Loew's Regent and other Harrisburg photoplay houses.

Harold Shadbolt has been transferred from the management of a theatre in Norfolk, Va., to manage the Rajah Theatre, a leading Wilmer and Vincent house in Reading. Mr. Shadbolt is a former resident of Reading.

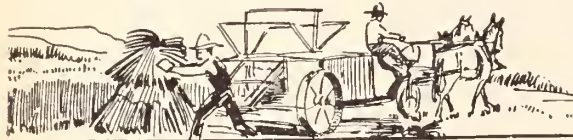
George Kilpatrick, assistant manager of the Strand Theatre, Easton, married Miss Loletta Kennedy, of that city, on September 8. They went to Florida on their honeymoon trip.

The new Park Theatre, Reading, was scheduled for formal opening on October 1, or thereabouts. It is located in the new building of the Reading Lodge of Moose, at 1018 Penn Street, and it is to be operated by the Penn Theatre Company. The theatre, designed by W. L. Lee, architect of Philadelphia, has a seating capacity of 2,000 and the exterior is finished in Egyptian and Spanish architecture. It contains a Wurlitzer pipe organ and space for an orchestra, and will be devoted to pictures and vaudeville.

Theatre executives were conspicuously identified with the fourth annual Good Fellowship Cruise of the Harrisburg Chamber of Commerce, which carried 320 business men on a four-day jaunt from Harrisburg, Pa., to Plymouth Rock, Mass., and back, September 13 to 16, inclusive. C. Floyd Hopkins, head of the Wilmer & Vincent theatres in both Harrisburg and Reading, was a member of the "Stunts Committee" and a member of the board of trustees of the cruise fund. Mr. Hopkins is a past president of the Harrisburg Chamber of Commerce.

All the 320 Harrisburg business men who went on the fourth annual cruise to Plymouth Rock and return, were invited to be guests of the Wilmer & Vincent Theatre Company at the State Theatre, Harrisburg, on the night of September 20, when motion pictures of the cruisers, taken in many of the cities visited during the cruise, were thrown on the screen.

Mr. and Mrs. David Cooper, the former being owner of the Orpheus, one of the leading picture theatres in Carlisle, during August, took their first vacation trip in 20 years. They motored through interesting parts of Canada.



## Des Moines



**C**ARL REESE, formerly salesman for Metro-Goldwyn-Mayer out of the Des Moines office, is now traveling for Universal. He is a key-town man.

W. A. V. Mack, mid-west division sales manager for Pathe, has been at the Des Moines office for the past week. All the salesmen were called into conference with Mr. Mack before they went out on the road on Monday. Mr. Mack goes from here to Minneapolis.

W. O. Kale has opened up the new Capitol Theatre at Truro, Ia.

The theatre is a very pretty little house and opens up a new territory for the picture business as Truro has not previously had a motion picture house.

Bob Booth, who was formerly in charge of the theatres at Nebraska City, has taken charge of the houses at Belle Plain, while Wes Booth, who had the Belle Plain houses, has gone to Nebraska City. The brothers are in partnership with their father in the ownership of the string of theatres.

Six special built lobby frames are being made for the LeClare Theatre at Moline, Ill., which was just last week bought by A. H. Blank. The sale was made by the Des Moines office of the National Theatre Supply Company. The six frames cost over \$640.

Vera Furman of the Universal exchange has gone to Chicago to be associated in business there.

Visitors in Movie Row were N. L. Dixon of Mt. Pleasant; Wes Booth and Bob Booth of Belle

Plain, J. A. Michaels of the Strand at Jefferson, Bernard Gilrath of Grand River, F. H. Brink of Dawes, B. G. Tyler of La Porte City, Dysrat and Grimes, and Harsh of the Strand at Boone.

W. F. Armstrong of Cleveland has come to Des Moines to travel in Zone D for Universal.

Carl Stephens, shipping clerk for Universal, has had clean-up day in his department, getting ready for the fall rush of shipping.



## Chicago



**T**HE first of the arbitrations under the agreement entered into between the Chicago Federation of Musicians and the Exhibitors' Association of Chicago, affecting about forty-three theatres, seeking relief from the contract of September 4, 1925, was completed this week. The theatre involved in this arbitration was Gumbiner Theatrical Enterprises' Commodore, which desired to dispense with the services of its orchestra. Karl A. Meyer, chairman of the Arbitration Board, submitted the following opinion: "The present clause of the contract which requires of the Commodore Theatre the employment of an orchestra for forty-four weeks of the year be altered

to read thirty-two weeks in place of forty-four. It is the belief of the arbitrator that the above change will result in sufficient relief to the owners of the Commodore Theatre without working an injustice upon the Chicago Federation of Musicians." The Exhibitors' Association was represented by L. P. Newhafer and Jack Miller, and the Chicago Federation of Musicians was represented by James Petrillo and Edward A. Benkert. The next theatre to present its case to be arbitrated is the Bryn Mawr.

The Hurst Theatre at Hurst, Ill., has been taken over by John Marlowe, who operates houses in Herrin and Murphysboro.

James MeVickar of the F. B. O. publicity department is making his headquarters at F. B. O.'s local exchange and is putting over an elaborate publicity and exploitation campaign for an opening at Jones, Linick & Schaefer's Rialto Theatre.

R. C. Wheeler of Lloyd's Theatre, Menominee, Mich., was in Chicago this week and reports this beautiful house will be ready to open on October 7th. This theatre was built as a gift to the city by Mr. Lloyd, a millionaire resident of Menominee, and it will rank with the famous Ringling Memorial Theatre at Baraboo, Wis.

Manager H. C. Young of National Screen Service, has completed improvements in his company's

offices on the seventh floor of the Seeberger Building, rearrangements and redecorations adding much to the facilities for handling the growing business of this concern.

Frank Cook of the Bijou Theatre at Appleton, Wis., is now operating the Gem Theatre at Plattsville.

Jack Sampson of F. B. O.'s Chicago exchange has returned from a week's visit to F. B. O. headquarters in New York City. While there Mr. Sampson attended the Dempsey - Tunney championship contest.

The new four hundred seat Fairy Theatre at Napanee has been opened by Manager Lauder milk.





# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



## Managers Discuss Plans for Theatre Success

*"What Service Means" and "Making Houses Attractive" Leading Topics at Convention in Canada*

**D**ISCUSSION of various phases of theatre management in addresses before the Western Division Managers' Convention of the Famous Players Canadian Corporation at Calgary, Alberta, recently, brought forth many interesting theories and plans suggested to solve certain everyday problems and increase box office receipts by means of added comforts and attractions afforded the picture-going public at the average cinema playhouse.

The convention, which inaugurated a drive to realize the "first \$1,000,000 year" of the theatres in the division, was attended by all house managers and resulted in an exchange of ideas and viewpoints in which every department of theatre operation was treated in addresses by many members of the organization.

Two topics which occupied positions of leading importance during the convention were "Service" and "Making Theatres Clean and Attractive."

Walter F. Davis, formerly manager of the Rialto Theatre in Des Moines and now manager of the Metropolitan at Winnipeg, went a long way in reducing to concrete and understandable terms the significant, yet often very abstract, commercial term "Service" as applied to theatre operation, and pointers on "How to Make a Theatre Clean and Attractive" were covered in a speech by J. F. Winning, manager of the Dominion Theatre in Vancouver, B. C. Through the courtesy of Messrs Davis and Winning, this department is enabled to report the addresses which they delivered at the convention in Calgary.

### By Walter F. Davis

(Metropolitan Theatre, Winnipeg)

**I**N my opinion the word "Service" covers all the activities of the theatre manager. More than any other word in the dictionary it can be used in every case to explain the reason for the success of a successful theatre.

The Picture's the Thing. When you give a suitable picture program to your clientele, it is "Service." When you give appropriate musical presentations and accompaniments to the picture, it is "Service." And when every employee, visible and invisible, give their best to the patron, it is "Service."

When your theatre is kept clean and well ventilated, it is "Service." When any employee of the theatre assists a lady or gentleman with their coats and wraps, it is "Service." When the cashiers or ticket takers, give a look of recognition and a modest "Thank You," it is "Service." When an usher takes a fretful baby a glass of water or an "all day sucker"—a liberal supply of which, by the way, we keep on hand at our theatre—it is "Service."

When the manager will spend the peak of the afternoon and evening on the floor, giving aid, and setting the pace for the rest of his staff, that is "Service."

When advertising copy is written to be used in any form, and which avoids giving insult to the public's intelligence and leaves out all the much abused and superfluous adjectives, but gives your telephone number, starting time of features—since there are always prospects of new patrons unfamiliar with the routine of the house—that is "Service."

When, at the finish of the evening's entertainment, you have the orchestra play a lively exit number which brightens up everyone, and turn on all lights in the front of the house, just the same as you did when you took their money on their entrance, that is "Service."

Thus we see as a result of the mention of a few of the essentials of theatre management I have recited, that "Service" covers the whole subject of theatre operation.

### By J. F. Winning

(Dominion Theatre, Vancouver)

**K**EEPING the theatre clean and attractive is a very important factor in catering to the amusement lovers of any community, and a manager should never fail to realize his responsibility in this connection.

I am of the opinion that the most important item of cleanliness in a theatre is having at all times a plentiful supply of clean air. There is nothing more noticeable or obnoxious to patrons who will, say for the sake of argument, attend a second show, and on entering the theatre are met with the various odors which have emanated from the audience which has preceded them. It is essential therefore that every theatre should have an up-to-date ventilat-

ing system, which can be made use of at any time the theatre is open to the public.

Clean air means health, when you are healthy you usually crave amusement, therefore endeavor to give your patrons lots of clean air.

Keeping the toilets and restrooms clean is also a very important matter and at times a difficult one to deal with. With regard to toilets, we all know how the walls are disfigured by nasty words and rhymes, etc. A manager and his staff should always be on the lookout for tricks of this nature and have the writings removed immediately. To overcome this I would suggest that a framed notice be put on the walls which would read as follows: "We endeavor to give clean entertainment. We ask you to help keep our premises clean. Please do not write on the walls."

A manager depends upon his janitor to keep the theatre spick and span and it is essential that this particular member of his staff be thoroughly competent in his work.

### Daily Inspection Important

In closing my remarks about cleanliness I would give as an example the C. E. F. in the recent war. In all the large training camps every morning after breakfast, the camps of the men were inspected by an officer. Sanitation, sleeping quarters, etc., were thoroughly inspected and the result you all know. I would suggest therefore that the first duty of a theatre manager in his daily routine be a thorough inspection of the theatre premises from sidewalk to stage, to satisfy himself that the theatre is clean and safe to entertain his public.

Now to deal briefly with the subject of making your theatre attractive.

When a person goes seeking amusement, he or she naturally turns to the theatre with the homelike atmosphere and on this account it is up to the manager to make his theatre homelike and attractive.

### Attractive Lobbies Asset

An attractive lobby is a big asset to a theatre and care should be given your display so that it will attract the eyes from street cars, automobile or pedestrian.

Ushers should be neat and courteous, and should be clothed in a style that will look pleasing to patrons. A manager can do a lot in keeping his customers coming to his theatre by cultivating an attractive, personality, and in order to do this must be continually meeting his public in the lobby as they come and go.

Colored shaded lights along the walls render a pleasing and homelike effect and should be changed continually. The music you render is important and it is necessary to keep strictly up-to-date in this as the movie fan very often thinks more of the music than the picture.



# Elaborate Programs Offered in Seattle

## Competition Forcing Second Runs to Add Stage Specialties

A NEW era in the motion picture exhibition field in the Pacific Northwest has dawned and as a result theatregoers are offered, more than ever, elaborate programs.

The Coliseum Theatre, under the management of A. C. Raleigh, has been featuring a stock ensemble of twelve dramatic vocalists, under the tutelage of Jacques Jou-Jerville. This ensemble has been offering the principal scenes from opera, affording twenty minutes of musical entertainment that has met with the high favor of Coliseum audiences.

At John Hamrick's Blue Mouse, Walton McKinney, a popular vocalist, is a weekly feature, with such assisting artists as he requires in his presentations. "An Irving Berlin Song Revue," one of his latest presentations, was among the most novel and pleasing picture house acts seen in Seattle in some time. At Hamrick's Egyptian Theatre, a suburban showhouse, elaborate stage presentations are offered by the "Nile Serenaders," assisted by vocalists, dancers and entertainers.

Manager Robert W. Bender at the Columbia Theatre, devotes his presentation to acts which relate to the picture that he is screening. His prologue for "The Midnight Sun" featured a male vocalist and a dancer and was further improved by the excellent orchestral prelude by Francesco Longo and the Columbia All-Artist Orchestra.

### Dance Ensemble

So popular has the stage form of entertainment become that even the second-run houses are taking up the plan. Joe Danz's new Embassy Theatre, devoted to the screening of the larger second-run films, features an ensemble of girl dancers that are a regular weekly attraction at his house, in addition to the regular musical specialties that he features.

And now, at the height of the season, the heads of the North American Theatres Corporation, soon opening their magnificent new Fifth Avenue Theatre, promise stage shows and presentations second to none in the United States, for the Seattle showgoers. As the opening attraction at the Fifth Avenue, advance sheets report an elaborate Fanchon and Marco Revue from California, with a cast of fifty persons and an orchestra of twenty-five.

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### "MARE NOSTRUM" PRESENTATION

Manager Walter League, of the Victory Theatre, Denver, presented a dance spectacle as a prologue to the showing there of the Rex Ingram production for Metro-Goldwyn. The above photo shows the setting used, with dancer emerging from huge sea shell, centered before backdrop representing an undersea scene.

## Petroff Production Staged at Rivoli, New York

"Miracle of Love," a Publix presentation staged by Boris Petroff, and Kearum, Persian pianist, are the stage attractions offered this week at the Rivoli Theatre, New York City, in connection with the showing of Raymond Griffith's new screen feature "You'd Be Surprised." The Petroff production combines ballet, pantomime and vocal music in a rather richly costumed piece concerned with the discussion by two sages as to what will awaken from her trance-like sleep, the beautiful young maiden. Jewels, the perfume and beauty of flowers, the musical strains from a violin, etc., all fail, whereupon as a last resort, love is introduced in the form of a "prince charming," whose kiss and tenor solo accomplish the feat.

The Rivoli orchestra offers a compilation of Lehar melodies as an overture, and Murtagh plays "Ting-a-Ling" as the organ novelty.

## Landry Completes 16 Weeks Engagement at Grand

Art Landry and his orchestra played a "farewell week" program at the Grand Theatre, Pittsburgh, last week, thus bringing to a close an engagement of sixteen weeks' duration as a popular attraction at that house. The Landry organization has offered a new act each week on the stage of the Grand, dances and specialties being introduced in conjunction with the orchestra music on the stage. The feature picture last week was "Mismates."

## Paris-Gimbel Fashion Revue Staged at Stanley

The Stanley Theatre, Philadelphia, presented an elaborate fashion revue as the leading attraction of the bill for the week of September 20. The show was put on in co-operation with Gimbel Bros. department store. Models displayed gowns and other articles of feminine apparel imported from Paris as advance styles for the year. A

special music score was played during the revue by the Stanley Orchestra under the direction of Graham Harris.

The Stanley program of stage events for the week included an act by Marion and Martinez Randall, international dance stars. The screen attraction was "You Never Know Women."

## Style Show Presented at Palace, Memphis

In place of a Publix Unit show, Loew's Palace Theatre, Memphis, last week offered a style show presented in conjunction with H. I. Summerfield, local merchant. The display of gowns, wraps, furs, etc., was staged on an elaborate scale. The feature picture was "The Black Pirate." The stage portion of the Palace bill included appearance of Peggy Dunlap, local high-school girl, who represented Memphis in a national Charleston contest; Jack Major, who specializes in whistling and yodling, and Judson House, tenor soloist. The production was under the supervision of Boris Morros, conductor of the orchestra at the Palace.

## "Sparrows" Plays Hold Over Week at Strand

Joseph Plunkett is holding over "Sparrows" for a second week at the Strand, New York. The entire surrounding bill as presented for the first week of the Mary Pickford vehicle has been retained with the picture. The bill includes a prologue staged by Plunkett and featuring the song "Sparrows," written by Jacques Grumberg.

### Frances White Stars at Shea's

Frances White appeared as a popular "added attraction" on the stage bill at Shea's Buffalo, Buffalo, last week. The bill offered "Tin Gods" as the screen feature and included the John Murray Anderson presentation for Publix, "Lovers in Porcelain."

### Wrestling Bouts with Pictures

The Hampton Theatre, St. Louis, is now featuring wrestling bouts in conjunction with double-feature picture programs.



## "College Night" Amateur Shows at Park Theatre

When Bob Pank started to put on Discovery Nights at Loew's State Theatre in Cleveland last season, he didn't know that he was working up a good job for himself. The State Theatre Discovery Nights proved such good business boosters that this season they were introduced at the Liberty and Doan Theatres. And now they have been started at the Park. Only at the Park it's called College Night instead of Discovery Night. Because the Park Theatre is located right in the heart of the university district, Pank aims to put on principally college amateur acts.

Talent must be youthful to get a hearing at the Park, for every effort will be made to make the theatre a community centre for youth attending schools and colleges. The first one of its kind was put on last Wednesday night and went over very big. With the colleges opening this month, more youthful talent will be available.

## Policies Changed at Great States Theatres

Further changes in the policies of the Great States Theatres, Chicago, became effective last week, a dramatic stock company splitting weeks between the Majestic at Kankakee and the Plumb at Streator; half the week at each house being given to speaking drama with a picture, and the balance of the week being devoted to motion pictures with one or two stage novelties.

## Modistes' Revue Featured at Louisville Strand

An elaborately staged "Modistes' Revue" with Gladys Imogen King, "Miss Louisville of 1926," appearing as the star of the models, was the stage feature of a double program at the Strand, Louisville, last week. The screen attraction was "Broken Hearts of Hollywood." Charles Barns, "The Boy with the Golden Voice," and Teddy Osborne, billed as "The Miniature Prima Donna," contributed their specialties to the stage presentation.

## "Super Specia's" Card for First Two Days of Week

The Lincoln Theatre in Schenectady is now running super-specials at regular prices on Monday and Tuesday of each week, as a means of overcoming what are generally conceded in that city as the worst two days of the week from the standpoint of business. The remainder of the week at the Lincoln is given over to daily changes.

## Lewis Resigns Post in Eureka

Jack Lewis recently resigned as manager of the Orpheus Theatre in Eureka, Cal. Lewis, with his wife and two children, is now living in San Francisco, where he will assume a new position in the theatrical profession.

## Feature Ten Piece Orchestra

The State Theatre, in Schenectady, has increased its orchestra to ten members and plans to do considerable in the way of presentation acts during the months to come.

## The MANAGER'S OFFICE

J. R. THURSTON has been assigned as manager of the Liberty Theatre, Herkimer, N.Y., to succeed Herman S. Vineberg, recently promoted to the managership of the Glove Theatre at Gloversville. Thurston has been associated with the Schine Company, operator of the houses, for the past three years.

ORMOND ROBERTS will be made house manager of the new Eagle Theatre in Albany, which is scheduled to open within the next week or two. He was formerly manager of the Hudson Theatre there. The Eagle will feature an organist from New York City.

STEFFES AMUSEMENT COMPANY has transferred M. J. Amlie to its new Logan Theatre, Minneapolis, and sent Ralph Parker, of Duluth, to Amlie's former berth at the Colonial Theatre, Watertown, S.D.

WESLEY BOOTH has taken over management of two theatres in Belle Plaine, Ia., operated by J. J. Booth and Sons, while R. R. Booth goes to Nebraska City, Ia., to handle three houses.

GEORGE H. GRATIAS, formerly of Canadian Universal offices at Toronto, has been appointed manager of the Starland Theatre, Winnipeg, by C. A. Schaefe, managing director of the three Universal houses there.

MARTIN TUOHEY, formerly manager of the Emery Theatre in Providence before it was taken over by the Fay interests, has been appointed manager of the Rialto Theatre in Providence.

H. A. BERG is the new manager of the Hyperion Theatre at New Haven, Conn.

## Start Vaudeville Season at Broadway, Charlotte

Warner's Broadway, Charlotte, last week inaugurated the policy of vaudeville and pictures the first three days of the week and straight pictures the last three days, which is to be maintained throughout the season. Five acts of Keith vaudeville are offered Mondays, Tuesdays and Wednesdays in conjunction with a feature picture, with prices at 10, 25 and 50 cents for matinees and 50 and 75 cents for evening shows. The feature pictures last week were Harry Langdon in "The Strong Man," shown the first three days, and "Across the Pacific," starring Monte Blue, the final half of the week.

## L. Carkey Named District Manager for Schine

L. J. Carkey has been named as district manager for the Schine houses in northern New York and will move his headquarters from Lockport to Ogdensburg. Frank Lupien will be continued as house manager of the Strand in Ogdensburg, by the Schine brothers who recently took over the theatre.

## Aaronson Signed by London Plaza

Al Kaufman has signed Irving Aaronson's Commanders to appear in the Mangan Presentations at the Plaza Theatre, London. This is in addition to Frank Tours Fifty Piece Symphony Orchestra.

## Noon Openings at Capitol During "4 Horsemen" Run

Six full performances a day are being presented at the Capitol Theatre, New York City, during the return engagement of "The Four Horsemen of the Apocalypse." The doors of the Capitol are being opened at noon and owing to the length of the picture, which is being screened in its original form, no other features are on the program.

With the Rex Ingram production as the one and only attraction of the bill, with the exception, of course, of a full orchestra accompaniment at the de luxe shows, the Capitol drew capacity crowds on its opening day last Sunday. At the time he booked the picture for this revival engagement, Major Edward Bowes declared that it would run at least two weeks at the Capitol.

## Rialto Drops Vaudeville During Grange Run

On October 4th Jones, Liniek & Schaefer, Chicago theatre chain operators, will change the policy of the Rialto Theatre for the first time since its opening nine years ago as a vaudeville theatre. On the above date it will become a picture house for the Chicago premier of "Red." Grange's feature, "One Minute To Play." It is understood that the contract calls for four weeks' run and that during this period no vaudeville or other acts will be part of the program.

## Tulare Citizens Present Gift to R. A. Hazel

Robert A. Hazel, manager of the Tulare Theatre, Tulare, Cal., was the recipient of a gold wrist watch tendered him at a meeting of the Lions Club of Tulare, last week, as a gift of the people of Tulare in recognition of his "thoughtful co-operation with all committees and organizations working for the betterment of the community." The presentation was made by Dr. C. E. Harper, president of the Lions Club. It bore the inscription, "To Bob Hazel, a real showman, from the people of Tulare."

## Play on City Slogan Used in Ads of Farash Houses

The Farash Theatres, Inc., of Schenectady have coined a new slogan which is being used in all its advertisements. The regular slogan of the city is to the effect that Schenectady "lights and hauls the world." The Farash slogan is "We amuse the lighters and the haulers."

## K. C. Girl Featured in Unit Show at Newman

The Newman Theatre capitalized the local angle of the presentation there last week of the Publix unit show, "The Side-walks of New York," of Grace Butterly, winner of the Charleston contest last spring, to represent Kansas City in the Publix act starring Charleston dancers from various cities. The Newman presented the first episode of "The Fighting Marine," a serial starring Gene Tunney, as the feature of the morning performances throughout the week. "The Campus Flirt" was the screen attraction of the bill.

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View of the foyer in the Capitol Theatre, Portchester, N. Y. This new playhouse was recently opened by the Rheben Theatres Corp. and is said to be one of the finest in Westchester County

## Capitol Theatre, Hazleton, Pa., Equals Fine Theatres of the World

**T**HE opening of the Capitol Theatre, Hazleton, Pa., under the direction of the Comerford Amusement Company, marked an epoch in the theatrical life of the northeastern section of that State, for in points of architectural design, fine proportions, stage and lighting effects and luxurious furnishings and fixtures, this playhouse equals the fine theatres of the world.

The Capitol occupies the property adjoining the Altamont Hotel in Hazleton, having a frontage of 120 feet on Broad Street and extending back to Spruce Street a distance of 150 feet. The building is constructed of steel and concrete throughout.

The front building contains five spacious stores, the stairways to the offices above and the theatre lobby and vestibule. The stores and lobby occupy a space of 37 feet in depth.

The lobby is finished in harmonious tones with mural paintings on the ceiling and with marble and ornate relief work. The side walls are covered with rich poster and display cases featuring the present and coming attractions. The foyer lies directly to the rear of the inner lobby doors.

No columns interfere with the vision from the balcony, that part of the theatre being built on the cantilever principle. At the sides of the foyer are the wide marble stairways leading to the mezzanine and beyond these are the retiring rooms for men and women on the first floor. Back of the five rows of loges at the balcony front extend nineteen rows of opera chairs, spacious and comfortable as those on the orchestra floor. The total number of seats in the theatre approximates 2,400.

The entire front portion of the theatre, including the private boxes, organ fronts and proscenium, is illuminated by indirect lights set in the front of the balcony. The massive dome of the main auditorium is also fitted with the same system, as are the various coves and cornices of the side walls.

Inasmuch as the Capitol Theatre management has planned to follow a more or less permanent policy of feature pictures and vaudeville, the stage portion of the house has received thorough attention. Dressing-room space is ample and the lighting, scenery and all stage equipment is strictly up-to-the-minute in every respect.

Another important item of theatre equipment which has received favorable mention is the large Kimball organ. There are several unique attachments such as the "Vox Humana," producing a human tone effect, the "pizzicato" touch, which, it is claimed, breaks the contact faster than the human hand, and also a special set of pipes called the "Kinura," which is Hebrew for wailing, and reproduces the chanted wailing singsong of the old-time Jewish laments. The console of the keyboard has three keyboards of 761 notes in each.

### Pictures and Vaudeville

Feature pictures from the foremost producers and vaudeville attractions from the Amalgamated Vaudeville Agency, New York City, will form the program, which will be changed twice weekly. Daily performances will commence at 1:30 p.m. and continue until 5 p.m., when it will break over to the evening show, which starts at 6:30 p.m., finishing at 11 p.m.

One of the phases of theatre management

stressed by the Comerford Amusement Company, is usher courtesy. No gratuities are permitted and there is always the strong insistence that patrons shall have the utmost consideration.

J. L. Fitzpatrick, managing director of the Capitol, has followed out the Comerford system and his many years of experience in this field has made him worthy of directing this fine new playhouse. Mr. Fitzpatrick has been through practically every branch of the theatre end of the industry and in addition to being a capable manager, is also an expert musician.

The house staff of the Capitol is as follows: Managing Director, J. L. Fitzpatrick; Assistant Manager, Lloyd Hause; Orchestra Leader, Harry Schmitt; Organist, Miss Mona Jones; Publicity Manager, Michael Coll; Chief Projectionist, Edward Parsons.

The owners of the Capitol Theatre are the members of the Capitol Theatre Company of Hazleton, of which Andrew J. Feeley, the well known theatre man of this city is president. Other officers include Frank C. Walker, of New York, Vice President; M. E. Comerford, of Scranton, Treasurer, and Andrew J. Hourigan, of Wilkes-Barre, Secretary.

## Make Rapid Progress on Georgia Theatre

Construction on the new \$250,000 Motion Picture and vaudeville theatre at Albany, Ga., is progressing rapidly, according to a recent report. Steel work is expected to be completed next month and the entire building ready for the lessees, Gortatowsky Bros., within six to eight months.

Approach to the theatre foyer will be through an arcade, the first of its kind in this section of Georgia. The seating capacity will be 1,700 and the new house will have one of the largest and best equipped stages in the state.

While a picture and vaudeville policy has been planned for this theatre, it will also be equipped for road shows of the better class.

## Kerasotas' Project Starts at Springfield, Ill.

Gus and Louis Kerasotas, the well-known Springfield, Ill., motion picture exhibitors, have started construction on a new 1000-seat theatre at Sixth and Washington avenues, Springfield, Ill. Workmen are now tearing down the existing buildings and otherwise clearing the site for the new house, which will be opened about February 1, 1927.

The new building will be four stories and basement and contain several stores and a number of offices as well as the theatre.

The Kerasotas boys now operate the Strand and Savoy theatres in Springfield.

## Waukegan's Big Project Gets Under Way

Work has started on the Motion Picture theatre to be erected in Waukegan, Ill., by a group of that city's business men at the reported cost of \$1,000,000.

The structure will be five stories high, the theatre will seat 2,000 and on completion of the building it will be equipped and operated by Great States Theatres, Inc., a subsidiary of the Balaban & Katz organization.



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- (8) Technical educational films.

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## "Repeat Sale" Depends on Proper Projection

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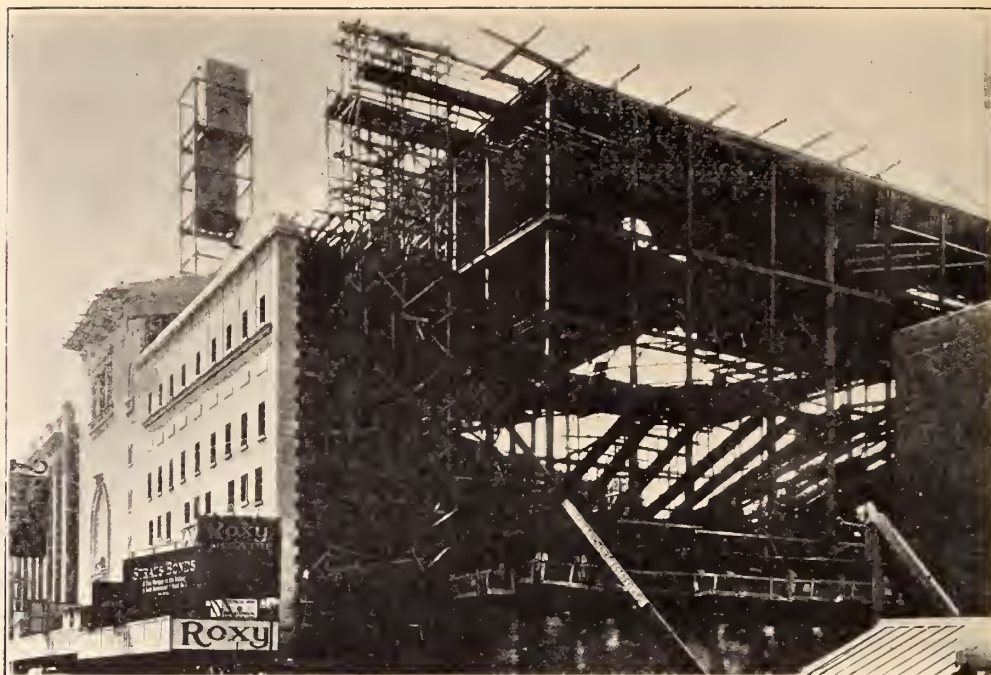
The importance of this is being recognized throughout the country. A selection of good films is exceedingly important if the theatre is to maintain its maximum attendance. The "Repeat Sale" depends upon the audience securing its full share of enjoyment at the theatre and that depends in a large measure upon good projection.

One of the most important factors is proper projection equipment, says Mr. Hertner, President of The Hertner Electric Company. The Transverter is one of those unseen yet ever present pieces of projection equipment that make the showing of pictures easier for the audience and operator alike.

It is economy to have it in every theatre. This is being evidenced by the ever increasing number of installations in large and small theatres.

A few of the new theatres recently installing the Transverter include:

Wallace Theatre, Bradenton, Florida; Strand Amusement Co., Laurel, Mississippi; Tenth Street Theatre, Atlanta, Georgia; Big Lake Oil Company, Texon, Texas; Oxford Amusement Co., Oxford, North Carolina; Palace Theatre, Raleigh, North Carolina; Rialto Theatre, Norway, Michigan; Rialto Theatre, Enid, Oklahoma; Ellen Theatre, Bozeman, Montana; Strand Theatre, Gallup, New Mexico; Edgemont Theatre, Chester, Pennsylvania; Plaza Theatre, Englewood, New Jersey; Uptown Theatre, Detroit, Michigan; Palace Theatre, Waterloo, Iowa; Lathrop Theatre, Omaha, Nebraska.



The Roxy Theatre, 50th Street and 7th Avenue, New York City, as it looks at the present time

## Latest Photograph of Roxy Theatre Illustrates Rapid Progress

**T**HE Roxy Theatre now being built at 50th and 51st streets and Seventh Avenue, is probably one of the most ambitious enterprises of the theatrical world. It is said that when completed, it will be the world's largest theatre, covering an acre and a half of land and boasting a seating capacity of 6,200 seats.

The huge steel framework for the Roxy was finished last week, and this in itself

is a triumph of engineering. Take, for example, the main truss of the theatre. Weighing over 210 tons it took four trucks to haul it from the waterfront to the foundation for installation, and it proved to be so unwieldy a process that for an hour and a half one morning last spring, Broadway traffic was jammed during the journey crosstown. The weight of the largest truss of the Mecca Temple, which has a seating capacity of 5,000, is 2 tons.

While the theatre itself is coming along fast, Roxy is preparing the entertainment for the new house. He is engaging the personnel of the theatre, H. Maurice Jaquet, Kurt Schindler and Clark Robinson having already been engaged as musical director, choral master and art director, respectively, and he is completing the arrangements for the artistic presentations which will mark the high spot of his career.

All the mechanical trades are now working on the project, plumbing, electrical work, heating, ventilating, air conditioning, plastering, etc. The stairways are partially installed, and the grand stairway is now under construction. The stage equipment is being manufactured, together with the orchestra consoles, stage lifts, fire escapes and fire doors.

The elevator drums have been set for the two main passenger elevators, and the conduits for all electrical work, including a 100-line switchboard, are being put in.

The painting and decorating specifications are out, also the bronze and marble work, and the chairs and carpets have been selected and are now being prepared.

An interesting feature of the theatre is the stage which measures 70 feet in width, 65 feet in depth, with the gridiron extending 84 feet above the stage level and the proscenium opening 43 feet in height. It has already been erected.

Some idea of the proportions of the theatre can be gathered from the fact that the theatre opposite, now being built to seat 500 persons, could be placed in the foyer.



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## Inquiries and Comments

### The Proper Selection of Generator Capacities



SHORT while ago we answered the inquiry of a theatre proprietor concerning the proper size of Hertner Transverter, required for use with a mirror are under the conditions set forth in his letter.

Attention was called to the fact that this make of generator was of the series type and was available in two principal sizes—a double-20 and a double-30. It was also pointed out that as far as motion picture projection is concerned, the use of either a series or multiple type generally was largely a matter of choice.

Where it is desired to operate such auxiliary devices as spotlights, effect projectors, etc., from the same generator, it is important to know that the use of a series generator is impracticable for the reason that the same current is provided to all connected devices so that it would be necessary for all such devices to have the same current carrying capacity.

Boiled down, this simply means that a multiple type of generator is required for supplying current to a number of projection devices if the current required by each one differs.

### Overlooked

When describing the Hertner machines, the series type only was mentioned in connection with the mirror are. It was known, of course, that the same company manufactures and markets the multiple type in a range of capacities but evidently John H. Hertner, of the Hertner Electric Company, Cleveland, Ohio, believes we had slipped up on this point so he very graciously takes us to task and sets us straight in the matter.

However, since he presents us with some useful information concerning generator capacities and the like, along with his complaint, we will pass his information along to the rest of the fraternity.

Here it is:

"Gentlemen:

"In your issue of September 4 on Inquiries and Comments, you speak of the Transverter as being made only in the Series Type. It might be of interest to you to know that for some years we have also made the multiple machines, and are now producing them in sizes ranging from 20-40 to the 200-400 ampere capacity."

### Two Generators Recommended

"The production of these machines has become of considerable importance since

the introduction of the mirror are, because of the great many theatres where spotlights and other current conserving devices are being used, which require more current than that provided to the reflector are projectors.

"In order to gain the very best results, a large number of theatres are now installing a double-20, or double-30, unit, to operate the mirror are projectors and a larger capacity unit of the multiple type to operate the spotlights, double dissolver, etc.

"Other theatres, at less first cost but greater operating expense, will install only a multiple generator and operate everything, including the motion picture projectors, from it."

### Vary the Field

"Taking, for example, the case where you speak of using 50 amperes for motion picture projection along with a Brenkert effect projector requiring only 35 amperes, and a spotlight using 40, it is quite possible, of course, by field regulation, to cut a double-50 down to 35 amperes. If, however, the theatre were using a pair of reflector arcs drawing 20 amperes each, together with a Brenkert effect projector and a spotlight—the effect projector using 35 amperes and the spot 40, the greatest economy could be obtained by using a series Transverter double-20 along with a small multiple machine, the size depending upon how long a spot or Brenkert were to be used at one time. This would call for either a 30-60 or 40-80 multiple generator."

### How to Pick Them

"The matter of choosing the proper machine is also partly determined by the cost of current per unit. If the cost of power is 12 cents per unit, (12 cents per kilowatt hour.—Ed.) the manager must decide differently from what he would need were the power cost only 2 cents per unit.

"The comparative efficiency of the series and multiple sets is almost in the same proportion as the voltage generated by the multiple machine is to the voltage used at the arc.

"In other words, if a multiple machine is operated at, say, 85 volts and the arc consumes 55, then the efficiency of the series machine is to the efficiency of the multiple machine as 85 is to 55, and the power bills would naturally follow the same proportion. If, then, the projectors in a theatre are used the better part of the time, and the spotlight or Brenkert effect projector only occasionally, it is best to select the generating equipment as to realize the highest efficiency from the projectors.

"We are enclosing one of our late bulletins, as well as a list showing the entire line, both of multiple and series machines, and we believe this information will be of interest to you."

### Relative Efficiency

We would like to stress the point Mr. Hertner makes regarding the relative efficiencies of the series and multiple types of generators, as we believe it to be an important one.

It should be obvious that the series generator, requiring no ballast resistance, is more efficient than the multiple type, since it involves a complete conversion of the energy at 110 volts (as the case may be) to that required for arc operation instead of making the energy available at a voltage higher than that required by the arc to be then lowered by a resistance consuming the same current as the arc.

This simply means, as Mr. Hertner has pointed out, that the multiple generally used for the same current capacity, will have an efficiency which is lower than that of the series machine by an amount equal to the power wasted in the rheostat. In other words, assuming that the series machine, which has a terminal voltage equal to that required by the arc, has an efficiency of 100 percent (in point of arc Wattage required) then the efficiency of the multiple machine will be lowered to a degree shown below.

Series Machine—E—  $\frac{\text{Output}}{\text{Input}} \times 100$

$$E = \frac{55}{55} \times 100 = 100 \text{ percent}$$

Multiple Machine—E—  $\frac{\text{Output}}{\text{Input}} \times 100$

$$E = \frac{55}{85} \times 100 = 64.7 \text{ percent}$$

That is to say, the multiple machine requires  $\frac{100}{64.7} = 1.545$  times the power for the

same operation and by the same token, the power bills with this machine would be 54.5 percent higher than those for the series machine for the same screen results.

To our mind this represents a big advantage for the series type generator, but the fact still remains, as we pointed out before, that when two or more devices, requiring different currents, are to be operated, the multiple machine is the only thing to be had which will turn the trick.

Mr. Hertner's recommendation concerning the use of two machines, a series type for picture projection and a multiple type for miscellaneous devices, is a good one as concerns cost of operation over an extended period of time.

It represents, however, a balancing of initial cost against operating cost, and that is something which the theatre man must decide for himself.

In the final analysis, the most efficient condition is the correct condition, but the period of operation must also be considered.



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## \$75,000 for Improvements on Kansas Theatre

Bids are being taken from sub-contractors on work in connection with the remodeling of the theatre in Independence, Kas., owned by Thomas Booth, of the Booth Hotel and operated by Glenn W. Dickinson as the Bowersock Theatre. The owner is building with local labor. He plans the complete remodeling of the three-story building which is of brick, re-inforced concrete and terra cotta construction, and will add an additional one story and balcony and part basement, 50 by 120 feet. The seating capacity will be 1,000 persons and the improvements will cost from \$75,000 to \$100,000.

## Orlando's New Playhouse Will Seat 2,100

Contracts for the new Marshall Theatre to be erected at Orlando, Fla., by Orlando Enterprises, Inc., were recently let to a Jacksonville firm.

The newest of Orlando's chain of houses will have a seating capacity of approximately 2,100. The building is three stories in height and will occupy a space of 115 feet wide by 223 feet deep. In addition to housing the theatre, plans call for the provision of several stores and offices. The estimated cost of construction is \$450,000, allowing for equipment which will run in the neighborhood of \$114,000.

## Iowa Theatre Increases Seating Capacity

The Zenith Theatre in Shenandoah, Ia., is to be remodeled, redecorated and enlarged to provide 100 additional seats, a new stage and dressing rooms for actors. The improvements will cost about \$5,000. B. B. Holdridge is the owner, while the plans were prepared by Charles Rosenberry, 348 Brandeis Theatre Building, Omaha. The work is being done with local labor.

## Plan 40 x 50 Addition to Springfield Empress

The Reisch Investment Company, owners of the Empress Theatre in Springfield, Ill., plan to build a one-story and basement, 40 by 50 ft. addition to the theatre. The improvement will cost about \$25,000. The Empress is located at 1106 East South Grande Boulevard.

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## Scenery-Stage Settings Draperies



drapery setting that is properly designed and executed has advantages of beauty and manipulation readily perceived when hung in your theatre.

**NOVELTY SCENIC STUDIOS**  
226 WEST 47<sup>TH</sup> STREET - NEW YORK CITY



# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M.	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M.	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highlanders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M.	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. E. Horton	Assoc. Exhib.	5786 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6967 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Roque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans.		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H. B. Warner-L. Rich	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M.	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M.	5844 feet	May 1
Fast Freight, The	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lilian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M.	6755 feet	Jan. 23
Mlle. Modiste	Corinne Griffith	First National	6230 feet	May 15
Money Talks	Windsor-Moore	M-G-M.	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O'Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M.	5020 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National	9710 feet	April 17
Hands Across the Border	Fred Thompson	F. B. O.	5367 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	319 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morganson's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7750 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M.	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Ransom's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4457 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	May 19
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	June 10
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 10
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman-Conklin	First National	7533 feet	May 22
Winning the Futurity	Landis-C. Horton	Chadwick	5400 feet	
Wise Guy, The	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Lodge in the Wilderness	A. Stewart-E. Breese	Tiffany	7000 feet	
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovely Mary	B. Love-W. Haines	M-G-M.	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrapppin' Kid, The	Art Acord	Universal	4464 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Mulhall-J. Ralston	First National	6562 feet	
Trip to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Roque	Prod. Dist. Corp.	6612 feet	
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28



Feature	Star	Distributed by	Length	Reviewed
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Hero of the Big Snows, A	"Rin-Tin-Tin"	Warner	4745 feet	
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthelmess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M	6970 feet	Sept. 4
Belle of Broadway, The	Betty Compson	Columbia Pictures		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.	4718 feet	
Devil's Gulch, The	Bob Custer	F. B. O.		
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloria Swanson	Paramount	6435 feet	Sept. 11
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Her Man o' War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Into Her Kingdom	Corinne Griffith	First National	6446 feet	Aug. 21
Kick-Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.	5447 feet	
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Mile a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Quicker'n Lightnin'	Buffalo Bill, Jr.	Artclass	4850 feet	
Satan Town	Harry Carey	Pathe	6 reels	
Senor Daredevil	Ken Maynard	First National	6402 feet	July 17
Show Off, The	Ford Sterling	Paramount	6195 feet	Sept. 11
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Across the Pacific	Monte Blue	Warner Bros.		
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	Lionel Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Block Signal, The	Ralph Lewis	Lumas	5795 feet	
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 1
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton-O. Moore	Paramount	6 reels	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia		
Flames	E. O'Brien-V. Valli	Assoc. Exhib.	5888 feet	Sept. 11
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Asso. Exhib.	4500 feet	Sept. 18
Fools of Fashion	Day-Von Eltz-Busch	Tiffany		
For Alimony Only	Leatrice Joy	Prod. Dist. Corp.	6070 feet	Oct. 2
Forlorn River	Jack Holt	Paramount		
Going the Limit	F. B. O.			
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	6 reels	Sept. 18
It Must Be Love	Colleen Moore	First National	6848 feet	Sept. 25
Jack O' Hearts	Landis-G. Hulette	American Cinema	5881 feet	
King of the Pack	Lumas			
Kosher Kitty Kelly	Viola Dana	F. B. O.	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Ladies First	Douglas MacLean	Paramount		
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6400 feet	Aug. 21
Mare Nostrum	Special Cast	M-G-Ingram	11000 feet	Feb. 27
Marriage Clause, The	Bushman-Dove	Universal	7680 feet	July 3
Marriage License	Alma Rubens	Fox	7168 feet	Sept. 11
Michael Strogoff	Ivan Mosjoukine	Universal	10 reels	
Neil Gwyn	Dorothy Gish	Paramount	6741 feet	
One Minute to Play	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	Crichton Hale	Elbee Pict.	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C.	5560 feet	July 24
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 18
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct. 2
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia		
Temporary Sheriff, The	Dick Hutton	Rayart	4500 feet	

Feature	Star	Distributed by	Length	Reviewed
Temptress, The	Garbo-Moreno	M-G-M		
Texas Streak, The	Hoot Gibson	Universal	6259 feet	Sept. 18
Then Came the Woman	Frank Mayo	American Cinema	6803 feet	July 17
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	7 reels	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	6 reels	
Boy Friend, The	J. Harron-M. Day	M-G-M	5534 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Campus Flirt, The	Bebe Daniels	Paramount		
College Days	Marceline Day	Tiffany		
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib.		
Dame Chance	Special Cast	American Cinema	6769 feet	
Desert Demon	Buffalo Bill, Jr.	Artclass	4760 feet	
Devil's Island	Pauline Frederick	Chadwick	6900 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The	Lumas			
First Night, The	B. Lytell-D. Devore	Tiffany		
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Great Gatsby, The	Baxter-Wilson	Paramount		
Great K. & A. Robbery, The	Tom Mix	Fox		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
King of the Saddle	Bill Cody	Assoc. Exhib.		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox		
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Midnight Lovers	Nilsson-Stone	First National		
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
My Official Wife	Warner Bros.			
Obeys The Law	Bert Lytell	Columbia Pictures		
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Prince of Tempters, The	Lyon-Moran	First National		
Private Izzy Murphy	George Jessel	Warner Bros.		
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Red Hot Leather	Jack Hoxie	Universal	4555 feet	
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Take It From Me	Reginald Denny	Universal		
That Model From Paris	Day-Lytell-Percy	Tiffany	6200 feet	Oct. 2
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
Waning Sex, The	Norma Shearer	M-G-M		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Whispering Wires	A. Stewart-E. Burns	Fox		
Yellow Back, The	Fred Humes	Universal	4766 feet	
You'd Be Surprised	Raymond Griffith	Paramount		
Young April	Special Cast	Prod. Dist. Corp.	6858 feet	Sept. 11

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Assoc. Exhib.		
Ace of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
April Fool	Alexander Carr	Chadwick		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Going Crooked	B. Love-O. Shaw	Fox		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
His New York Wife	E. Clayton-A. Day	Famous Attractions		
Ice Flood, The	K. Harlan-V. Dana	Universal		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning	Tiffany		6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man in the Shadow, The	M. Stedman-D. Torrence	American Cinema	5632 feet	
Masked Woman, The	Anna Q. Nilsson	First National		
Men of the Dawn	Milton Sills	First National		
On the Wings of the Storm	R. Howes-V. Faire	Fox		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred	Tiffany			
Return of Peter Grimm	Alec B. Francis	Fox		
Rough Riders, The	Frank Hopper	Paramount		
Saddle Cyclone	Buffalo Bill, Jr.	Artclass	4900 feet	
Synopating Sue	Corinne Griffith	First National		
There You Are	Nagel-Roberts	M-G-M		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		
Winning Wallop, The	Wm. Fairbanks	Lumas		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Duke of Ladies, The	Special Cast	First National		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidor	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Just Another Blonde	Mackail-Mulhall	First National		
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	E. Brent-L. Gray-L. Brooks	Paramount		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		



Feature	Star	Distributed by	Length	Reviewed
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Mill, The	Marion Davies	M-G-M		
Sin Cargo	Tiffany	Paramount		
Stranded in Paris	Bebe Daniels	First National		
Steppin' Along	Johnny Hines	First National		
Streak of Luck, A	Buffalo Bill, Jr.	Artclass	5000 feet	
Twinkletoes	Colleen Moore	First National		
Upstage	Norma Shearer	M-G-M		
White Black Sheep, The	Richard Barthelmess	First National		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Blonde Saint, The	Kenyon Stone	First National		
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island	Tiffany	Paramount		
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M		
Flaming Timber	Tiffany	Paramount		
Head Waiter, The	Adolphe Menjou	First National		
Lady in Ermine, The	Corinne Griffith	First National		
Lunatic at Large, The	Leon Errol	First National		
Man of the Forest	G. Hale-J. Holt	Paramount		
Not Herbert	Ben Lyon	First National		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Slide, Kelly, Slide	M-G-M			
Sun of Montmartre, The	Norma Talmadge	First National		
Taxi Dancer, The	Joan Crawford	M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Butterflies in the Rain	Laura La Plante	Universal		
Flame of the Border, The	Ken Maynard	First National		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Here Y'are Brother	L. Stone-B. Dove	First National		
Little Journey, The	Haines-Windsor	M-G-M		
Long Pants	Harry Langdon	First National		
Mystery Club, The	Special Cast	Universal		
Quarantined Rivals	Lumas			
Ridin' Like Fury	Hoot Gibson	Universal		
Silky Anne	Constance Talmadge	First National		
Squads Right	Tiffany	Paramount		
Steeplechase, The	Tiffany	Paramount		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass	4875 feet	
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Coming and Going	Buffalo Bill, Jr.	Artclass	4800 feet	
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Orchids and Ermine	Colleen Moore	First National		
Song of Steel	Tiffany	Paramount		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The	Tiffany	Paramount		
Too Many Women	Norman Kerry	Universal		

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Alice Ardell	F. B. O.	2 reels	
Ain't We Got Fun	Wise-McKay	Artclass	2 reels	
Alice Be Good	Alice Day	Pathe	2 reels	July 31
Alice the Fire Fighter	F. B. O.			
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Well That Ends Well	A. Vaughn-L. Kent	F. B. O.	2 reels	
All Wet	Snub Pollard	Artclass	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming	Red Seal			Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Babes in the Sawdust	Charles Puffy	Universal	1 reel	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	1 reel	
Balloon Tied	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	June 12
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mud	Jimmie Adams	Educational	2 reels	Sept. 18
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Calford	George Lewis	Universal	2 reels	
Big Business	Fox			
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Blisters Under the Skin	F. B. O.			
Bonehead Bobby	Rayart			
Breaking Records	George Lewis	Universal	2 reels	
Briny Boob, A	Billy Dooley	Educational	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop's Fables"	Pathe	1 reel	Sept. 11

Title	Star	Distributed by	Length	Reviewed
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Dog	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump	F. B. O.			
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Meow, The	Cranfield & Clarke		2 reels	Sept. 18
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Cut Price Glory	"Life Cartoon"	Educational	1 reel	
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West—"Cartoon"	F. B. O.			
Dinner Jest, The	Pathe			
Dippy Tar, A	Billy Dasley	Educational	2 reels	Sept. 25
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	Mar. 20
Dizzy Dancers	Fox			
Dizzy Days	Bobby Ray	Rayart	2 reels	
Don Key-Son of a Burro	Holmes-Davidson	Pathe	2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fatty's First Fancy	Fatty Layman	Sava Films	2 reels	
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 9
Felix the Cat Bursts a Bubble	"Cartoon"	Educational	1 reel	
Felix the Cat Hunts the Hunter	"Cartoon"	Educational	1 reel	
Felix the Cat in a Tale of Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix in Jim Gems	"Cartoon"	Educational	1 reel	Sept. 18
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in Land O'				
Fancy	"Cartoon"	Educational	1 reel	
Felix the Cat in School Days	"Cartoon"	Educational	1 reel	May 27
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Ringer	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fool, The	Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fire Night	Billy Bevan	Pathe	2 reels	May 15
Fire	Snub Pollard	Artclass	2 reels	
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistful Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
For the Love of Pete	"Cartoon"	Bray Prod	2 reels	Sept. 11
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
Fresh Faces	Walter Hiers	Educational	2 reels	July 3
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	



Title	Star	Distributed by	Length	Reviewed
George the Winner	Sam Saylor	Universal	2 reels	
Get 'Em Young	Harry Myers	Pathe	2 reels	
Getting Hitched		Bray Prod	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Brush, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Grabbing Grabbers	Mickey Bennett	Cranfield & Clarke	2 reels	Sept. 18
Gun Shy	"Aesop Fables"	Pathe	1 reel	
Gypsing Gypsies	Milburn Marante	Cranfield & Clarke		
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Sava Films	2 reels	
Harem Knight, A	Ben Turpin	Pathe	2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Heroes of the Sea		Cranfield & Clarke	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Girl Friend	Mack-Marion	Universal	2 reels	July 31
His Private Life	Lupino Lane	Educational	2 reels	June 12
His Taking Ways	Al St. John	Bischoff	2 reels	July 3
Hitchin' Up	Walter Hiers	Educational	2 reels	
Hoboken to Hollywood	Billy Bevan	Pathe	2 reels	Sept. 11
Hold 'er Sheriff	Cliff Bowes	Educational	1 reel	July 3
Hold Still	Cornwall-Duffy	Educational	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Home, Sweet Home	"Aesop Fables"	Pathe	1 reel	
Honest Injun	Johnny Arthur	Educational	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels	
Honeymooning With Ma	Charles King	Universal	2 reels	June 5
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17
Howdy Judge	Bobby Ray	Rayart	2 reels	
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humdinger, The	Johnny Arthur	Educational	2 reels	
Hur Ben	Hank Mann	Sava Films	2 reels	
Hurricane, The	Alice Ardell	F. B. O.	2 reels	
Ice Cold Cocos	Billy Bevan	Pathe	2 reels	
Inventors, The	Fatty Layman	Sava Films	2 reels	
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels	
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1
Jane's Engagement Party	Wanda Wiley	Universal	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Universal	2 reels	
Jellyfish, The	Frank Pangham	Educational	2 reels	Sept. 18
Jerry the Giant	"Animal"	Fox	2 reels	July 10
Jolly Tars	Lloyd Hamilton	Educational	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel	
Keeping His Word	Charles King	Universal	2 reels	
Killed By Kindness		Fox	2 reels	
King Bozo	"Van Bibbers"	Fox	2 reels	Oct. 2
Kiss Me, Kate	Dunham-Gallagher	Educational	1 reel	Oct. 3
Kiss Papa	Lige Conley	Fox	2 reels	Sept. 4
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel	
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel	
Ko-Ko in the Fawcay	"Cartoon"	Red Seal	1 reel	Sept. 18
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel	
Lafayette Where Are We?	Shields Arthur	Fox	2 reels	July 31
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14
Last Lap, The	George Lewis	Universal	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels	
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22
Light Wines and Bearded Ladies		Fox		
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12
Lookout Buster!	Trimble and Dog	Universal	2 reels	
Love's Hurdle	Charles King	Universal	2 reels	May 15
Love's Last Laugh	McKee-Hiatt	Pathe	2 reels	Oct. 2
Love's Labor Lost	Neely Edwards	Universal	1 reel	
Love Sundae, A	Alice Day	Pathe	2 reels	
Love Your Neighbor	Wise-McKay	Artclass	2 reels	
Lying Tamer, The	Barbara Luddy	Fox	2 reels	
Madame Dynamite	Clayton-Howell-Paterson	Fox	2 reels	
Madame Mystery	Bara-Finlayson	Pathe	2 reels	April 17
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8
Making Good	George Lewis	Universal	2 reels	
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10
Married Widow, The	Eddie Gordon	Sava Films	2 reels	
Marry Month of May	"O. Henry"	Fox	2 reels	
Masked Mamas		Pathe	2 reels	
Masters of Arts	"O. Henry"	Fox	2 reels	
Matrimony Blues	Lige Conley	Fox	2 reels	
McDougal Alley (Series)		F. B. O.	2 reels	
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Meet the Boy Friend	Chas. Doherty	Loumay Prod		
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels	
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31
Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17
Min's Away	"The Gumps"	Universal	2 reels	
Minute to Go, A	Eddie Featherstone	Cranfield & Clarke	2 reels	Sept. 25
Missing Links	"Cartoon"	Educational	1 reel	Sept. 25

Title	Star	Distributed by	Length	Reviewed
Mixed Brides	Wanda Wiley	Universal	2 reels	
Mixed Doubles	Charles Puffy	Universal	1 reel	
Money Screams		Fox	2 reels	
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Monkeys Prefer Blondes		Bray Prod	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	Sept. 11
Mortgaged Again	Arthur Lake	Universal	1 reel	
Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Motor Trouble	Charles King	Universal	2 reels	
Move Along	Lloyd Hamilton	Educational	2 reels	
Movie Madness	Edna Marian	Universal	2 reels	June 5
Movie Struck	Dorie Eaton	Cranfield & Clarke		
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29
Mr. Wife	Neal Burns	Educational	2 reels	
Mum's the Word	Charles Chase	Pathe	2 reels	May 15
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5
My Kid	"Big Boy"	Educational	2 reels	Sept. 11
Napoleon, Jr.		Fox		
Never Again	"The Gumps"	Universal	2 reels	Oct. 2
Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26
Newlyweds and Their Baby				
The (Series)	Snookums-Clair-Dooly	Universal	2 reels	
Newlyweds in Quarantine	Snookums-Clair-Dooly	Universal	2 reels	June 19
The	Snookums-Clair-Dooly	Universal	2 reels	
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels	
Nobody Loves Me	Chas. Puffy	Universal	1 reel	Sept. 18
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24
Non-Skid Banana, The	Charley Bowers	F. B. O.		
Non-Stop Bride	Hoyt-Cameron	Fox	2 reels	Sept. 25
North of 64	Sid Smith	Sava Films	2 reels	
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10
Not to Be Trusted	"Helen and Warren"	Fox	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films	2 reels	
Oh! Monkey Be Good		Bray Prod	2 reels	Sept. 18
Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels	
Olga's Boatman	Neely Edwards	Universal	1 reel	Sept. 25
One P. M.	Bobby Ray	Rayart		
On the Farm		Bray Prod	2 reels	
On the Jump	Al Alt	Rayart		
On Thin Ice	"Mutt & Jeff"	Short Film Syn.	1 reel	Mar. 6
Open House	Johnny Arthur	Educational	2 reels	Sept. 4
Opry House Tonight	Arthur Lake	Universal	1 reel	July 31
Optimist, The	Charles Puffy	Universal	1 reel	May 22
Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
Over There	Al Joy		2 reels	
Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Papa's Mama	Arthur Lake	Universal	1 reel	
Papa's Pest	Burns-Steadman	Educational	2 reels	June 5
Pawshop Politics	Luddy-Harris	Fox	2 reels	
Pelican's Bill	"Life Cartoon"	F. B. O.	1 reel	June 12
Peris of Petersboro, The	Alice Day	Pathe	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod	2 reels	
Phoney Express, The	"Aesop Fables"	Pathe	1 reel	
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
Pink Elephants	Al St. John	Educational	2 reels	
Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Please Excuse Me	Charles King	Universal	2 reels	
Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Plumb Goofy	Dunham-Gallagher	Educational	1 reel	
Polar Baron, The	Glady's McConnell	Fox	2 reels	May 1
Pound Foolish	George Davis	Educational	1 reel	
Prodigal Bridegroom, The	Ben Turpin	Pathe	2 reels	Sept. 25
Psyche and the Pskyscraper	"O. Henry"	Fox	2 reels	
Punches and Perfume		Bray Prod	2 reels	
Puppy Lovetime	Alice Day	Pathe	2 reels	June 5
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Radio Bug, The	Dunham-Gallagher	Educational	2 reels	Sept. 25
Radio Mad	Laymon-Dorety	Tennek Film	2 reels	
Raggedy Rose	Mabel Normand	Pathe	2 reels	
Raging Tide, The	"Cartoon"	Educational	1 reel	
Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Rain and Shines	Al St. John	Bischoff	2 reels	
Raisin Cain	"Big Boy"	Educational	2 reels	April 17
Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Relay, The	George Lewis	Universal	2 reels	
Reporter, The	"Van Bibbers"	Fox	2 reels	
Road House, The	"Aesop Fables"	Pathe	1 reel	
Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Sailing Along	Al Alt	Rayart		
Saturday Afternoon	Harry Langdon		2 reels	Oct. 2
Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Say It With Love	Edna Marian	Universal	2 reels	April 17
Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Second Hand Excuse, A	Charles King	Universal	2 reels	
Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Shady Rest	"The Gumps"	Universal	2 reels	
She Beast, The	Sid Smith	Sava Films	2 reels	
Shell Shocked	Jimmy Adams	Educational	2 reels	
She's A Prince	Alice Ardell	F. B. O.	2 reels	
She's My Cousin	Charles King	Universal	2 reels	May 15
Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Husbands Marry?	Alice Day	Pathe	2 reels	
Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	Sept. 11
Sign Them Papers	Earl McCarthy	Artclass	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn.	1 reel	
Sky Bound	Al St. John	Educational	2 reels	April 17
Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Snookum's Outing	"Newlyweds"	Universal	2 reels	
Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Society Architect, A		Fox		
Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Solid Gold	Lige Conley	Educational	2 reels	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Some More Excuses	Charles King	Universal	2 reels	
So This Is Paris	Neely Edwards	Universal	1 reel	April 17



Title	Star	Distributed by	Length	Reviewed	Title	Distributed by	Length	Reviewed
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13	Beechnuts	Cranfield & Clarke	2 reels	
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20	Belgium Today (Variety)	Fox	1 reel	June 12
Squirrel Food	Cliff Bowes	Educational	1 reel		Big and Little (Spotlight)	Cranfield & Clarke	1 reel	Sept. 11
Stage Shy	Hank Mann	Sava Films	2 reels		Birds in the Treetops	Cranfield & Clarke		
Steeplechaser, The	Lige Conley	Fox	2 reels	Sept. 11	Bits of Jap Life	Cranfield & Clarke	1 reel	
Stork Brought It, The	"Cartoon"	F. B. O.	1 reel		Blood Will Tell	American Cinema		
Strickly Kosher	Wise-McKay	Artclass	2 reels		Blue Boy, The	Educational	2 reels	Sept. 11
Stupid Prince, The	Bobby Ray	Rayart			Broadway of Jungle Land	Cranfield & Clarke	1 reel	
Swell Affair, A	Arthur Lake	Universal	1 reel	April 17	Bruce Scenic Novelties, No. 1	Educational		
Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3	Bruce Scenic Novelties, No. 2	Educational		
Taking the Heir	Charles Puffy	Universal	1 reel	April 3	Bruce Scenic Novelties, No. 3	Educational		
Teacher, Teacher	Lloyd Hamilton	Educational	2 reels		Bruce Scenic Novelties, No. 4	Educational		
Tell 'Em Nothing	Charley Chase	Pathe	2 reels		Bruce Scenic Novelties, No. 5	Educational		
Tennis Story, The	"Van Bibber"	Fox	2 reels		Bruce Scenic Novelties, No. 6	Educational		
Thanks for the Boat Ride		Universal			Bruce Scenic Novelties, No. 7	Educational		
That's My Baby	Charles Puffy	Universal	1 reel		Bruce Scenic Novelties, No. 8	Educational		
There She Goes	Wanda Wiley	Universal	2 reels	July 3	Bruce Scenic Novelties, No. 9	Educational		
Thirteenth Man, The	Charles Puffy	Universal	1 reel		Bruce Scenic Novelties, No. 10	Educational		
Three of a Kind	"Fat Men"	F. B. O.	2 reels		Bruce Scenic Novelties, No. 11	Educational		
Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24	Bruce Scenic Novelties, No. 12	Educational		
Through Thick and Thin	"Aesop Fables"	Pathe	1 reel		Buffalo Bill (Serial)	Universal	10 episodes	
Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10	Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4	Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24	By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Tin Ghost, The	Lige Conley	Educational	2 reels	May 8	Canary Islands (Variety)	Fox	1 reel	May 15
Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1	Can Happen to You (Scandals of America)	Artclass	1 reel	
Too Many Babies	Darling-King	Universal	2 reels	May 8	Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15	Cathedral of St. Paul's	Cranfield & Clarke	1 reel	Sept. 18
Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4	Charleston Films	Cranfield & Clarke	4 half reels	May 1
Tow Service	"The Gumps"	Universal	2 reels		Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6	Chronicles of America (Series of 18 Three Reelers)	Pathe		
Twelve Miles Out	F. B. O.		2 reels		Churchyards of America, Issue A	Red Seal	1 reel	Sept. 18
Twin Sisters	Wanda Wiley	Universal	2 reels		Colorado (Variety)	Fox	1 reel	
Two Dollars, Please	Neely Edwards	Universal	1 reel	Sept. 11	Coming Back (Mustang)	Universal	2 reels	
Two Lips in Holland		Fox	2 reels	April 17	Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10	Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29	Dancing Around the World (Variety)	Fox	1 reel	July 17
Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15	Dangerous Game, A (Mustang)	Universal	2 reels	
Unquirttable Pickle, The	Charley Bowers	F. B. O.			Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Up and Wooin'	A. Vaughn-L. Kent	F. B. O.	2 reels		Dav Dreams	Cranfield & Clarke	2 reels	
Up in the Air	"Aesop Fables"	Pathe	1 reel		Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Uppercuts	Jack Duffy	Educational	2 reels	Sept. 11	Desperate Dan (Mustang)	Universal	2 reels	May 1
Vamping Babies	Alice Ardell	F. B. O.	2 reels		Dixie Doodle (Spotlight)	Pathe	1 reel	Mar. 27
Venus of Venice	"Aesop Fables"	Pathe	1 reel		Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8
Village Cut Up, The	Arthur Lake	Universal	1 reel		Dolly Gray (Song Car-Tune)	Red Seal	1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels		Don't Shoot (Mustang)—Jack Mower	Universal	2 reels	
Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21	Down to Damascus (Variety)	Fox	1 reel	July 10
Wanderers of the Wetland	Hank Mann	Sava Films	2 reels		Drops From Heaven (Variety)	Pathe	1 reel	
Wandering Willies	Billy Bevan	Pathe	2 reels	April 3	Durable Souls (Spotlight)	F. B. O.	1 reel	
Wanted a Bride	Arthur Lake	Universal	1 reel		Egypt	Universal	1 reel	
Watered Stock	"Aesop Fables"	Pathe	1 reel	Sept. 25	Emergency Man, The	Edmund Cobb	1 reel	
Way of a Boy		Cranfield & Clarke			Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Wedding Daze		F. B. O.			Fade Away Foster (Mustang)	Universal	2 reels	May 1
Westerner, The	Reata Hoyt	Fox	2 reels		Falling Water Valley (Bruce Scenic)	Educational	1 reel	
What A Life	Frank Davis	Educational	1 reel	June 26	Family Album, The (Sketch Book)	Pathe	1 reel	
What Happened to Jane					Fashions in Photographs	Pathe	1 reel	Sept. 4
(Series of 13)	Wanda Wiley	Universal	2 reels		Fighting Marine, The (Serial)	Pathe	10 episodes	Sept. 11
What'll You Have?	Charles King	Universal	2 reels	May 22	Fighting With Buffalo Bill (Serial)	Universal		
What! No Spinach?	F. B. O.				Figures of Fancy (Hodge Podge)	Educational	1 reel	
What Price Swimming	Cranfield & Clarke				Film Facts (Series)	Red Seal	1 reel	
What's Your Hurry?	Charles King	Universal	2 reels		Film Facts, Issue H	Red Seal	1 reel	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14	Film Facts, Issue I	Red Seal	1 reel	
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20	Film Facts, Issue J	Red Seal	1 reel	
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24	Film Facts, Issue K	Red Seal	1 reel	
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1	Film Reporter, The (Series of 13)	Red Seal	1 reel	
Which is Which?	Charles King	Universal	2 reels	Sept. 25	Film Reporter, The, Issue A	Red Seal	1 reel	
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels		Fire Barrier (Mustang)	Universal	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3	Fire Fighters, The (Serial)	Universal	10 episodes	
Who Hit Me?	Al St. John	Educational	2 reels	July 31	Flaming West, The (Mustang)	Universal	2 reels	
Who's Boss?	Davis-Bowes	Educational	1 reel	June 5	Flashes of the Past	Pathe	2 reels	
Who's My Wife?	Lige Conley	Educational	2 reels	July 17	Florida Pastel	Cranfield & Clarke		
Who's Next?	Neely Edwards	Universal	1 reel	July 24	Four Square Steve (Mustang)	Universal	2 reels	June 5
Why Argue?	"Aesop Fables"	Pathe	1 reel	Oct. 2	Frame Up, The (Mustang)	Universal	2 reels	May 22
Why George?	Sam Saylor	Universal	2 reels		From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12
Why Pay Rent?	Wise-McKay	Artclass	2 reels		Fugitive Futurist (Novelty)	Cranfield & Clarke	1 reel	
Wide Open Faces	Charles Puffy	Universal	1 reel		Game Hunting in Abyssinia			
Wife Shy	Bobby Vernon	Educational	2 reels	Sept. 25	Gems of the Screen (Series)	Red Seal	1 reel	
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3	Giggles (Novelty Series)	Tennek Film	1 reel	
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels		Glimpses of Switzerland	Cranfield & Clarke		
Winnie's Vacation	Ethlyn Gibson	Artclass	2 reels		Glory or Dollars (Spotlight)	Pathe	1 reel	June 26
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13	God's Country	Cranfield & Clarke	2 reels	
Wisecrackers (Series)	Short-Withers	F. B. O.			Gold and Fleece (Bruce Scenic)	Educational	1 reel	
Wise Guys Prefer Brunettes					Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
	Helene Chadwick	Pathe	2 reels		Great Lakes, The (Variety)	Fox	1 reel	
Wise Quacker, The	Eddie Gordon	Sava Films	2 reels		Green Archer, The (Serial)	Pathe	10 episodes	
Wise Or Otherwise	Charles Puffy	Universal	1 reel	June 5	Grinning Fists (Mustang)	Universal	2 reels	
Wives and Women	Charles Puffy	Universal	1 reel		Guess Who (Series)	Artclass	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	2 reels		Guess Who, No. 1	Artclass	1 reel	
Yankee Doodle Duke, A	Ralph Graves	Pathe	2 reels		Guess Who, No. 2	Artclass	1 reel	
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3	Guess Who, No. 3	Artclass	1 reel	
Yokel, The	Snub Pollard	Artclass	2 reels		Guess Who, No. 4	Artclass	1 reel	

## Short Subjects

Title	Distributed by	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
Alpine S. O. S.	Cranfield & Clarke	2 reels	
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Spotlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Annie Laurie (Song Parody)	Artclass	1 reel	
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At 3.25 (Novelty)	Red Seal	3 reels	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Spotlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Beauty and the Beach	Cranfield & Clarke		
Bed Time Stories	Sierra Pictures	2 reels	

Title	Distributed by	Length	Reviewed
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6
Haunted Homestead, The (Mustang)	Universal	2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Heavenly Bodies	Service Film	1 reel	
Heavens Above (Novelty)	Arthur J. Lamb	2 reels	
Her First Night in a Beauty Parlor	Service Film	1 reel	
Hero Land (Color Novelty)	Cranfield & Clarke	1 reel	
Heroes of the Sea	Chesterfield	2 reels	
His Pal... Fearless (Dog)	Pathe	1 reel	Sept. 25
Hitting the Bull's-Eye	Short Film	1 reel	
Homeless Husbands' Land (Novelty)	Tennek Film	1 reel	
Honeymoon Cruises	Pathe		
House Without a Key (Serial)	Bray Prod.	2 reels	
Housing Problems	Artclass	1 reel	
How I Hate to Get Up (Song Parody)	Cranfield & Clarke	1 reel	
If a Picture Tells a Story	Pathe	1 reel	May 22
India Tea	Fox	1 reel	
Inland Voyage, An (Variety)	Fox	1 reel	July 10
In Sunny Spain (Variety)	Pathe	1 reel	May 1
Inside Dope, The (Spotlight)	Tennek Film	2 reels	
International Detective Stories (Series)	Artclass	1 reel	
It Can Happen to You (Scandal of America)			



Title	Distributed by	Length	Reviewed
Jack's of One Trade (Spotlight)	Pathe	1 reel	June 26
Jewels of Venus	Pathe	1 reel	Sept. 11
Jim Hood's Ghost (Mustang)	Universal	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	1 reel	
Jungle Heroine, A	Chesterfield	2 reels	
Jungle Mystery	Sava Films	2 reels	
Jungle Secrets	Sava Films	2 reels	
Jungle Tragedy, A	Chesterfield	2 reels	
Keeping 'Em Guessing (Series)	Red Seal	1 reel	
Keeping 'Em Guessing, No. 2	Red Seal	1 reel	
Keeping in Trim (Spotlight)	Pathe	1 reel	
King of the Beasts (Cartoon)	F. B. O.	1 reel	
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod	2 reels	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel	
Land of Rivers (Scenic)	Service Film	1 reel	
Last Man, The	Chesterfield	2 reels	
Law of the North (Mustang)	Universal	2 reels	Sept. 18
Leaps and Bounds (Spotlight)	Pathe	1 reel	Mar. 13
Lest We Forget	Educational	1 reel	May 1
Let Loose (Mustang)	Universal	2 reels	
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightnin' Flashes (Drama)	Sava Films	2 reels	
Lightnin' Strikes (Drama)	Sava Films	2 reels	
Lightnin' Wins (Drama)	Sava Films	2 reels	
Lightning Hutch (Serial)	Arrow Film	2 reels	
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22
Lion's Mate, The	Chesterfield	2 reels	
Little Brown Rug, The (Bruce Novelty)	Educational	1 reel	
Little Warrior, The (Mustang)	Universal	2 reels	July 24
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Love Deputy, The (Mustang)	Universal	2 reels	
Love Fighter - Fearless (Dog)	Chesterfield	2 reels	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14
Making of a King (Prince of Wales)	Cranfield & Clarke	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	2 reels	
Marvels of Motion (Series)	Red Seal	1 reel	
Marvels of Motion, Issue H	Red Seal	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel	
Marvels of Motion, Issue J	Red Seal	1 reel	
Marvels of Motion, Issue K	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Modern Venus, The	Cranfield & Clarke	2 reels	
Mona Lisa, The	Educational	2 reels	
More Ways Than One (Spotlight)	Pathe	1 reel	
Mother O'Mine	Cranfield & Clarke	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Mountain Molly O (Mustang)	Universal	2 reels	April 17
Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Mount Sinai	Pathe	1 reel	
Movie Struck	Cranfield & Clarke	2 reels	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Mystery Pilot, The (Serial)	Rayart	1 reel	
Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Nervous Moments (Spotlight)	Pathe	1 reel	May 1
Night Prowler, The (Scandal of America)	Artclass	1 reel	
Numberg the Toy City (Sketch Book)	Pathe	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Outlaw Love (Mustang)	Universal	2 reels	
Out of the Inkwell (Series)	Red Seal	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Pathe Review, No. 17	Pathe	1 reel	May 1
Pathe Review, No. 18	Pathe	1 reel	May 1
Pathe Review, No. 19	Pathe	1 reel	May 15
Pathe Review, No. 20	Pathe	1 reel	May 22
Pathe Review, No. 21	Pathe	1 reel	May 22
Pathe Review, No. 22	Pathe	1 reel	May 29
Pathe Review, No. 23	Pathe	1 reel	June 5
Pathe Review, No. 24	Pathe	1 reel	June 26
Pathe Review, No. 25	Pathe	1 reel	June 26
Pathe Review, No. 26	Pathe	1 reel	
Pathe Review, No. 27	Pathe	1 reel	July 3
Pathe Review, No. 28	Pathe	1 reel	July 24
Pathe Review, No. 29	Pathe	1 reel	July 17
Pathe Review, No. 30	Pathe	1 reel	
Pathe Review, No. 31	Pathe	1 reel	July 31
Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Pathe Review, No. 35	Pathe	1 reel	
Pathe Review, No. 36	Pathe	1 reel	
Pathe Review, No. 37	Pathe	1 reel	
Pathe Review, No. 38	Pathe	1 reel	
Pathe Review, No. 39	Pathe	1 reel	
Pathe Review, No. 40	Pathe	1 reel	
Pathe Review, No. 41	Pathe	1 reel	
Pathe Review, No. 42	Pathe	1 reel	
Pathe Review, No. 43	Pathe	1 reel	
Pathe Review, No. 44	Pathe	1 reel	
Pathe Review, No. 45	Pathe	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Pilgrimages to Palestine (Series)	Pathe	1 reel	
Pinnacle Rider, The (Mustang)	Universal	2 reels	
Pyerock Goes Wild (Mustang)	Universal	2 reels	
Planting Season, The (Spotlight)	Pathe	1 reel	June 5
Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Popular Song Parodies (Series)	Artclass	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	1 reel	
Putting on Dog (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	April 17
Radio Detective, The (Serial)	Universal	10 episodes	April 17
Radio Personalities (Series)	Artclass	1 reel	
Radio Personalities, Vol. A	Artclass	1 reel	
Radio Personalities, Vol. B	Artclass	1 reel	
Radio Personalities, Vol. C	Artclass	1 reel	
Radio Personalities, Vol. D	Artclass	1 reel	
Rambling in Old Japan	Cranfield & Clarke	1 reel	
Rare Bits (A Curiosity)	Educational	1 reel	
Reelviews (Series)	Red Seal	1 reel	
Reelviews, Issue A	Red Seal	1 reel	
Reelviews, Issue B	Red Seal	1 reel	
Reelviews, Issue C	Red Seal	1 reel	
Reelviews, Issue D	Red Seal	1 reel	
Rescue, The (Mustang)	Universal	2 reels	
Restless Race, The (Spotlight)	Pathe	1 reel	
Return of the Riddle Rider, The (Serial)	Universal	10 episodes	
Revolutions per Minute (Spotlight)	Pathe	1 reel	June 5
Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Ridin' For Love (Mustang)	Universal	2 reels	

Title	Distributed by	Length	Reviewed
Riding For a King (Donoghue Racing Drama)	Hi-Mark Prod	2 reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark Prod	2 reels	
Rustler Mountain Gold	Fox	1 reel	
Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Rushing Waters	Cranfield & Clarke	1 reel	
Rustler's Secret, The (Mustang)	Universal	2 reels	
Saddle Tramp, The (Mustang)	Universal	2 reels	
Scandal of America (Series)	Artclass	1 reel	
Scotty of the Scouts (Serial)	Rayart	1 reel	
Screen Star Sports (Series)	Artclass	1 reel	
Screen Star Sports, Vol. A	Artclass	1 reel	
Screen Star Sports, Vol. B	Artclass	1 reel	
Screen Star Sports, Vol. C	Artclass	1 reel	
Screen Star Sports, Vol. D	Artclass	1 reel	
Screen Snapshots (Series)	Columbia	1 reel	
Screen Snapshots, No. 13	Columbia	1 reel	June 26
Screen Snapshots, No. 14	Columbia	1 reel	July 3
Searchlight (Series)	Red Seal	1 reel	
Searchlights, Issue A	Red Seal	1 reel	
Searchlights, Issue B	Red Seal	1 reel	
Searchlights, Issue C	Red Seal	1 reel	
Searchlights, Issue D	Red Seal	1 reel	
Seas of the World	Red Seal	1 reel	
Shadowland	Cranfield & Clarke	1 reel	Sept. 18
Shadows of the Tiger	Sava Films	2 reels	
Sheik of Araby, The (Song Parody)	Artclass	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28
Silent Flyer, The (Serial)	Universal	10 episodes	
Sin	Cranfield & Clarke	2 reels	
Sketch Book (Series)	Pathe	10 episodes	June 26
Skenographs (Series)	Bischoff	10 episodes	
Sky Skidder, The (Serial)	Pathe	10 episodes	
Snowed In (Serial)	Pathe	1 reel	Feb. 6
Songs of Central Europe (Melody Series)	Pathe	1 reel	Aug. 21
Songs of England (Melody Series)	Pathe	1 reel	July 24
Songs of France (Melody Series)	Pathe	1 reel	Feb. 6
Songs of Italy (Melody Series)	Pathe	1 reel	June 26
Songs of Scotland (Melody Series)	Pathe	1 reel	
Songs of Spain (Melody Series)	Pathe	1 reel	
Songs of the Northern States	Pathe	1 reel	
Songs of Yesterday	Cranfield & Clarke	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Spanish Holiday (Variety)	Fox	1 reel	
Spirit of Play, The (Spotlight)	Pathe	1 reel	Aug. 28
Sportsman's Dream	Cranfield & Clarke	1 reel	
Steele Preferred	American Cinema	1 reel	
Stick-up Man (Scandal of America)	Artclass	1 reel	
String of Diamonds - Fearless (Dog)	Chesterfield	2 reels	
Strings of Steel (Serial)	Universal	10 episodes	
St. Pauls	Cranfield & Clarke	1 reel	May 15
Sweden Today (Variety)	Fox	1 reel	
Sweet Adeline (Song Car-tune)	Red Seal	1 reel	
Table Manners	Bray Prod	2 reels	
Teaching Table Manners Via Films	Red Seal	1 reel	Sept. 25
Terrors of the Jungle	Sava Films	2 reels	
Tin Bronc, The (Mustang)	Universal	2 reels	June 5
Trapped (Mustang)	Universal	2 reels	
Trails of the Gods	Cranfield & Clarke	1 reel	
Trail of the North Wind	Cranfield & Clarke	2 reels	
Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1
Travels in Toyland (Variety)	Fox	1 reel	
Tulip Land	Cranfield & Clarke	1 reel	
Under Colorado Skies (Variety)	Fox	1 reel	
Under Desert Skies (Mustang)	Universal	2 reels	
Unexpected Visitor (Scandal of America)	Artclass	1 reel	
Valiant Skipper, The	Cranfield & Clarke	2 reels	
Vanishing Millions (Serial)	Sierra Pictures	15 episodes	
Velocity	Bray Prod	2 reels	
Vision, The	Educational	2 reels	May 22
Whatnots (Curiosity)	Educational	1 reel	
When Bonita Rode (Mustang)	Universal	2 reels	Sept. 25
When East Meets West (Mustang)	Universal	2 reels	July 31
When Oscar Went Wild (Mustang)	Universal	2 reels	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O.	1 reel	May 22
Wild America (Variety)	Fox	1 reel	
Wire Tigers, The	Chesterfield	2 reels	
Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whispering Smith Rides (Serial)	Universal	10 episodes	
White Waters	Cranfield & Clarke	2 reels	
Who Is Safe? (Scandal of America)	Artclass	1 reel	
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Wolf, The Fearless (Dog)	Chesterfield	2 reels	
Wolf's Brush	Cranfield & Clarke	2 reels	
Wonder Book Series	Short Film	1 reel	
Wonderful Water	Service Film Corp.	1 reel	May 1
Wonders of the Blue Gulf of Mexico	Pathe	1 reel	
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Action Galore	Buddy Roosevelt	Artclass	5000 feet	
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Herschott	Universal		
Alonso, the Armless	Lon Chaney	M-G-M		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An		Paramount		
An Angel Passes	Adolph Menjou	Paramount		
Ankles Preferred		Fox		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The		Famous Attractions		
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Ashes	C. Griffith-T. Moore	First National		
Atlantis		First National		
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Custer	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl		Chadwick		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Bandit Buster, The	Wally Wales	Assoc. Exhib.			Don't Lie to Your Wife	Haver-McDonald	Arrow		
Bandits of the Air	Al Wilson	Assoc. Exhib.			Don't Tell the Wife	Irene Rich	Warner Bros.		
Barbed Wire	Pola Negri	Paramount			Double Daring	Wally Wales	Artclass	4800 feet	
Bardelys the Magnificent	John Gilbert	M-G-M			Double Handed Bandit, The	Bob Custer	F. B. O.		
Bargain Bride, The	Mary Philbin	Universal			Down Grade, The	Wm. Fairbanks	Lumas		
Barriers of Fire	Monte Blue	Warner Bros.			Down the Stretch	Agnew-Nixon	Universal		
Beau Geste	Special Cast	Paramount	10 reels	Sept. 11	Driven From Home		Chadwick		
Beauty	Special Cast	M-G-M			Drivin' Mad		American Cinema		
Beauty and the Beast	Colman-Banky	United Artists			Duke of Black Butte, The	Fred Humes	Universal		
Bed and Board	Doris Kenyon	First National			Eager Lips		Chadwick		
Behind the Lines	Sandow (Dog)	Assoc. Exhib.			Easy Going	Buddy Roosevelt	Artclass	4900 feet	
Behind the Screen	Special Cast	M-G-M			Eden's Fruit		Famous Attractions		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.			Everybody's Acting	Betty Bronson	Paramount		
Beloved Fraud, The		American Cinema			Exclusive Rights		Famous Attractions		
Ben Burbridge's African Gorilla Hunt			8 reels	June 26	Exit Smiling	Beatrice Lillie	M-G-M		
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16	Eyes of the Totem	Special Cast	Assoc. Exhib.		
Bertha, the Sewing Machine Girl	Madge Bellamy	Fox			Eyes of Youth	Gloria Swanson	United Artists		
Better 'Ole, The	Syd Chaplin	Warner Bros.			False Hopes		Gorman Pictures		
Better Way, The		Columbia Pictures			Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib.		
Beware of Widows	La Plante-T. Moore	Lumas			Fast and Furious	Reginald Denny	Universal		
Beyond the Trail	Bill Patton	Chesterfield	5 reels		Fast Life in New York	Special Cast	M-G-M		
Bigger They Are, The	George O'Hara	F. B. O.			Fifth Horseman, The		Lee-Bradford		
Big Gun, The	George Lewis	Universal			Fighting Cheat	Wally Wales	Artclass	4600 feet	
Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28	Fighting Cub, The		Truart	5800 feet	
Bill of Sale, The		Arthur J. Lamb			Fighting Foundling, The	Jack Hoxie	Universal		
Bill Smith, M.D.		Universal			Fighting Love, A	Jetta Goudal	Prod. Dist. Corp.		
Birds of Prey		Columbia Pictures			Fighting Ranger, The	Bob Custer	F. B. O.		
Bitter Apples	Monte Blue	Warner Bros.			Finnegan's Ball		Assoc. Exhib.		
Black Diamond Express, The	Monte Blue	Warner Bros.			Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Black Ivory		Warner Bros.			Flaming Fury	Buddy Roosevelt	Assoc. Exhib.		
Black Rider, The	Richard Talmadge	Universal			Flashing Fangs	Ranger (Dog)	F. B. O.		
Black Tears		Gorman Pictures			Flash in the Night, A		American Cinema		
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.			Flash Kid, The	Dick Talmadge	Universal		
Blind Trail, The	Leo Maloney	Artclass	4950 feet		Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Blue Eagle, The		Fox			Flying Fool, The	Al Wilson	Assoc. Exhib.		
Border Patrol, The	Harry Carey	Pathe			Follow the Signs		Universal		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib.			Forbidden Trails	Bill Cody	Assoc. Exhib.		
Branded	Bob Custer	F. B. O.			Forest of Destiny, The		Gotham Prod.		
Breed of the Sea	R. Ince-M. Livingston	F. B. O.			For Ladies-Only		Columbia Pictures		
Broadway Drifter, A		Gorman Pictures			For Wives Only	Marie Prevost	Prod. Dist. Corp.		
Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20	Four Feathers	Richard Barthelmess	First National		
Broncho Twister, The	Buck Jones	Fox			Four Flushers, The	Reginald Denny	Universal		
Brute, The	Monte Blue	Warner Bros.			Four Horsemen of America, The		Assoc. Exhib.		
Bull Dog Luck	Wally Wales	Assoc. Exhib.			Four Stragglers, The	Special Cast	M-G-M		
Burning Bridges	Harry Carey	Pathe			Fourth Commandment, The	Belle Bennett	Universal		
Butter and Egg Man, The		First National			Free Souls	Norma Shearer	M-G-M		
Callahans and the Murphys, The		M-G-M			Fresh Air	Ray-Olmstead	M-G-M		
Call in the Night, A		Truart	5000 feet		Friends	Special Cast	Vitagraph		
Camille	Pola Negri	Paramount			Frozen Justice	Victor McLagen	Fox		
Cancelled Debt, The	Special Cast	Sterling Pict.			Fullback, The		Fox		
Canyon of Light	Tom Mix	Fox			Funny Face	Alberta Vaughn	F. B. O.		
Captain Sazarac	Ricardo Cortez	Paramount			Gaby	V. Valli-G. O'Brien	Fox		
Captain Salvation		M-G-M			Gambling Chaplain, The	Special Cast	M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart			Galloping Jinx	Buddy Roosevelt	Artclass	4860 feet	
Casey at the Bat	W. Beery-R. Hutton	Paramount			Galloping On	Wally Wales	Artclass	5000 feet	
Cat and the Canary, The		Universal			Galloping Thunder	Tom Tyler	F. B. O.		
Certain Young Man, A	Ramon Novarro	M-G-M			Garden of Allah, The	Alice Terry	M-G-M		
Chains	Bennett-Colman	United Artists			Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Charity Ball, The		M-G-M			Garden of Eden, The	Special Cast	M-G-M		
Cheating Danger	Dick Talmadge	Universal			Gay Old Bird, The	Fazenda-Louis	Warner Bros.		
Cheerful Fraud, The	Reginald Denny	Universal			General, The	Buster Keaton	United Artists		
Cheyenne Days	Hoot Gibson	Universal			George Washington Cohen	George Jessel			
Chic Chick	Alberta Vaughan	F. B. O.			Get Off the Earth	Raymond Griffith	Paramount		
Christine of the Big Tops	Garon-Landis	Sterling Pict.			Get Set—Go	George O'Hara	F. B. O.		
Cigarette Maker's Romance, The	Special Cast	M-G-M			Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.		
Circus, The	Charles Chaplin	United Artists			Gigolo	Rod La Rocque	Prod. Dist. Corp.		
City, The	J. Gaynor-W. McGrail	Fox			Gilt-Edged	Richard Talmadge	F. B. O.		
City of Shadows, The		F. B. O.			Girl in the Rain, The	David Butler	Carlome Pict.		
Cleaner Flame, The	Louise Carter	Arrow			Girl Who Dared, The	Evelyn Brent	F. B. O.		
Climbers, The	Irene Rich	Warner Bros.			Girl Who Smiles, The		Columbia Pictures		
Closed Gates	Special Cast	Sterling Pict.			Glorious Gamble, The	Evelyn Brent	F. B. O.		
Clown, The		Columbia Pictures			God Gave Me Twenty Cents	Special Cast	Paramount		
College Days		Tiffany			God's Great Wilderness		American Cinema		
College Widows	Dolores Costello	Warner Bros.			Going! Going! Gone!	George O'Hara	F. B. O.		
Come On Charley	Devore-Horton	Assoc. Exhib.			Gold	C. Geraghty			
Coney Island	Special Cast	M-G-M			Goose Man, The	Special Cast	M-G-M		
Confession	Pola Negri	Paramount			Grand Army Man, The		Fox		
Confessions of a Bachelor		Assoc. Exhib.			Great Galeoto, The	Novarro-Terry	M-G-M		
Confessions of a Flapper		Assoc. Exhib.			Greatest Show on Earth	Wallace Beery	Paramount		
Confessions of a Divorcee		Assoc. Exhib.			Gulliver's Travels		Universal		
Confessions of a Widow		Assoc. Exhib.			Gun Gospel	Ken Maynard	First National		
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.			Hairpin Duchess, The	Special Cast	M-G-M		
Cossacks	John Gilbert	M-G-M			Hair-Trigger Barton	Bob Custer	F. B. O.		
Country Beyond, The	Olive Borden	Fox			Harem Girl, The	Special Cast	Astor Dist.		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.			Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.			Hat of Destiny, The		First National		
Cow Punching for Cupid	Tom Tyler	F. B. O.			Haunted Lady, The		Assoc. Exhib.		
Cradle Snatchers		Fox			Haven, The	Special Cast	M-G-M		
Crashing Hoofs	Bob Custer	F. B. O.			Head of the House of Coombe, The		First National		
Crashing Timbers	Harlan-Dana	Universal			Heart Collector, The	Alberta Vaughn	F. B. O.		
Crazy Fool, The		M-G-M			Heart of a Cowboy, The	Bob Custer	F. B. O.		
Crisis, The	Special Cast	M-G-M			Heart of Maryland, The	Dolores Costello	Warner Bros.		
Crooks Tours	George O'Hara	F. B. O.			Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.		
Cruise of Jasper B, The	Rod La Rocque	Prod. Dist. Corp.			Held by the Law	M. De La Motte	Universal		
Cruel Truth, The		Sterling Pict.			Hello Bill		F. B. O.		
Crystal Cup, The	Dorothy Mackaill	First National			Hell's Kitchen		First National		
Cyclone of the Range	Tom Tyler	F. B. O.			Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.			Her Teacher Said No	Gertrude Short	F. B. O.		
Cyran de Bergerac	Special Cast	Atlas Dist.	9500	July 18, '25	Hero on Horseback, A	Hoot Gibson	Universal		
Danger Line, The	Special Cast	Astor Dist.			High Society	Tom Mix	Fox		
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pict.			High Stakes	Evelyn Brent	F. B. O.		
Dangerous Virtue	Jane Novak	Lee-Bradford			Hills of Kentucky	Rin-Tin-Tin	Warner Bros.		
Dangers of Working Girls		Lumas			His Dog	Rod La Rocque	Prod. Dist. Corp.		
Daring Venus, The		First National			His Woman	Special Cast	Whitman Bennett	7 reels	
Dark Horse, The	Harry Carey	Prod. Dist. Corp.			Hil Taxil	George O'Hara	F. B. O.		
Darling of the Gods, The		United Artists			Holy Terror, A		Fox		
Dead Command, The	Special Cast	M-G-M			Home, Sweet Home	Special Cast	Gorman Pictures		
Deanie	L. Fazenda-W. Louis	Warner Bros.			Honesty the Best Policy	Johnny Walker	Fox		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9	Hoodoo Ranch	Buddy Roosevelt	Artclass	4650 feet	
Desert Legion, The	Fred Thomson	F. B. O.			Horses and Women		Famous Attractions		
Desert's Toil, The	Frances McDonald	M-G-M			Hounds of Spring		First National		
Desert Valley	Buck Jones	Fox			Human Mill, The	Blanche Sweet	M-G-M		
Desert Whirlwind, The	Bob Custer	F. B. O.			Human Nature		Gorman Pictures		
Detour		Prod. Dist. Corp.			Human Playthings	Betty Compson	M. P. Guild		
Deuce High	Buffalo Bill, Jr.	Artclass	5000 feet		Hurricane, The	Special Cast	Truart		
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.			Hurricane Horsemen	Wally Wales	Artclass	4950 feet	
Devil's Master, The	G.O'Brien-J. Gaynor	Fox			Hurry Up Man, The	Dick Talmadge	Universal		
Devil's Partner, The		Truart	5000 feet		Husband Hunters		Tiffany		
Dixie		Universal			I Can Do It	Special Cast	M-G-M		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.			I'll Tell the World	Olmstead-Arthur	M-G-M		
Don Juan	John Barrymore	Warner Bros.	10 reels	Aug. 21	Impostor, The	Evelyn Brent	F. B. O.		
					In His Arms	Special Cast	M-G-M		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
In the First Degree		Sterling Pict.			Out of the Ruins		First National		
Irish Eyes	George O'Hara	F. B. O.			Out of the West	Tom Tyler	F. B. O.		
Irish Hearts	Dolores Costello	Warner Bros.			Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
Isle of Forbidden Kisses					Paradise for Two	Richard Dix	Paramount		
The	Jack Trevor	Universal			Pass in Paradise		Prod. Dist. Corp.		
Isle of Life, The	Stone-Kenyon	First National			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Is It So?	Special Cast	Fox			Personality	Gloria Swanson	United Artists		
It	Clara Bow	Paramount			Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
It Could Have Happened	Colleen Moore	First National			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		
Jail Birds, Inc.		First National			Pleasure Before Business		Columbia Pictures		
Jason	Special Cast	M-G-M			Pleasure Garden, The	V. Valli-C. Geraghty	Lee-Bradford		
Jazz Singer, The	George Jessel	Warner Bros.			Pleasure Highway	Evelyn Brent	F. B. O.		
Jerry Settles Down	Tom Tyler	F. B. O.			Plumes	Special Cast	M-G-M		
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.			Polly of the Circus	Norma Shearer	M-G-M		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Polly Preferred	Marion Davies	M-G-M		
Jocelyn's Wife	Pauline Frederick	Tiffany			Polly With a Past	Norma Shearer	M-G-M		
Justice of the Far North		Columbia	5500 feet		Poor Fish, The		Sterling Pict.		
Just Off Broadway	Corinne Griffith				Poor Girls		Columbia Pictures		
Keep Going	Earl Douglas	Sierra Pictures			Poor Nut, The		First National		
Kidnapped in New York		American Cinema			Popular Sin, The	Vidor-Nissen	Paramount		
Kid's Last Fight, The	Tom Tyler	F. B. O.			Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
King of Kings, The	Special Cast	Prod. Dist. Corp.			Price of Honor, The		Columbia Pictures		
King of the Air	Al Wilson	Assoc. Exhib.			Princess Pro Tem	Evelyn Brent	F. B. O.		
King of the Saddle	Bill Cody	Assoc. Exhib.			Prisoners		First National		
Kiss and Make Up	Laura La Plante	Universal			Prowlers of the Night	Fred Humes	Universal		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp.			Puppets	Mae Murray	M-G-M		
Ladies of Ease		Chadwick			Purple and Fine Linen	L. Stone-A. Nilsson	First National		
Lady Be Good		First National			Quality Street		M-G-M		
Lady of Leisure	Special Cast	M-G-M			Racing Blood	R. Agnew-A. Cornwall	Lumas Film		
Lady With the Lamp, The		Florence Nightingale			Raging Seas		Tiffany		
		Prod.			Rat, The	M. Marsh-I. Novello	Lee-Bradford		
Larceny, Ltd.	Evelyn Brent	F. B. O.			Raw Country, The	Bowers-Cornwall	Assoc. Exhib.	4950 feet	
Last Chance, The	Bill Patton	Chesterfield			Reckless Courage	Buddy Roosevelt	Artclass		
Last of Mrs. Cheney	Adolphe Menjou	Paramount			Red Hot Hoofs	Tom Tyler	F. B. O.		
Laurels	Mae Murray	M-G-M			Red Signals		Sterling Pict.		
Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet		Red, White and Blue		M-G-M		
Les Miserables		Universal			Regular Scout, A	Fred Thomson	F. B. O.		
Let's Go	Fred Humes	Universal			Rejuvenation of Aunt Mary				
Life of an Actress		Chadwick			The	Special Cast	Prod. Dist. Corp.		
Life of a Woman		Tiffany	6500 feet		Remember	Special Cast	Columbia Pictures		
Lightning Chaser, The	George O'Hara	F. B. O.			Resurrection		United Artists		
Lightnin' Lariat	Tom Tyler	F. B. O.			Return of a Soldier	Special Cast	M-G-M		
Lighting Express, The		Columbia Pictures			Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.		
Limehouse Lou	Evelyn Brent	F. B. O.			Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.		
Little Adventures, The	Vera Reynolds	Prod. Dist. Corp.			Rider of the Plains	Tim McCoy	M-G-M		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 12	Riders of the Wind		First National		
London	Dorothy Gish	Paramount			Riding Honor	Art Accord	Universal		
Look Who's Here	Dick Talmadge	Universal			Riding Rivals	Wally Wales	Artclass	5000 feet	
Lord Hokum	E. E. Horton	Assoc. Exhib.			Ridin' 'Em Ragged	Tom Tyler	F. B. O.		
Lost House, The		Columbia Pictures			Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.		
Love in a Cottage	Betty Compson	M. P. Guild			Rise and Fall of Jesse James		J. S. Woody		
Love Me and the World Is					Roaring Crowd, The		F. B. O.		
Mine	Philbin-Kerry	Universal			Roaring Rider	Wally Wales	Artclass	4780 feet	
Love Thrill, The	Special Cast	Universal			Rogue's Riches	Special Cast	Astor Dist.		
Loyalties	Special Cast	Fox			Romance	Ramon Navarro	M-G-M		
Luck and Sand	Leo Maloney	Artclass	5000 feet		Romance a la Carte	Richard Dix	Paramount		
Lure of the West	Eileen Sedgwick	Chesterfield			Romantic Age, The		Columbia Pictures		
Lure of the Yukon, The		Assoc. Exhib.			Ropin' Venus, The	Josie Sedgwick	Universal		
Lying Truth, The	Milton Sills	First National			Rose-Marie		M-G-M		
Madame Pompadour	Dorothy Gish	British National Pictures, Inc.			Rose of the Bowery		American Cinema		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O.			Rose of the Tenements	J. Harron-S. Mason	F. B. O.		
Magic Garden, The		F. B. O.			Royal Romance	G. O'Brien-McDon-			
Mama Kiss Papa	L. Fazenda-W. Louis	Warner Bros.				ald.	Fox		
Man and the Woman	Special Cast	M-G-M			Rubber Tires	Bessie Love	Prod. Dist. Corp.		
Man Bait	Marie Prevost	Prod. Dist. Corp.			Rust	Special Cast	M-G-M		
Man of Quality, A	George Walsh	Excellent Pictures			Salvage	E. Williams-McAlis-			
Manon Lescaut	John Barrymore	Warner Bros.				ter	Standard Pictures		
Man Who Forgot God		Paramount			Savage in Silks, A	Laura La Plante	Universal		
Man With a Thousand					Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21
Faces	Special Cast	M-G-M			See If I Care	Alberta Vaughn	F. B. O.		
Married Alive	Livingston-M. Moore	Fox			Self Defense	Aileen Percy	Arrow Film Corp.		
Mary of Vassar	Marion Davies	M-G-M			Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Masquerade Bandit, The	Tom Tyler	F. B. O.			Separate Rooms	Special Cast	Fox		
Matinee Ladies	Special Cast	Warner Bros.			September Love		First National		
McFadden's Row of Flats	Murray-Sidney-				Seventh Heaven	Special Cast	Fox		
	Conklin	First National			Seward's Folly	Special Cast	M-G-M		
Memories	Ramon Navarro	M-G-M			Shadow Lane		M-G-M		
Men of the Night	Rawlinson-Hughes-				Shadow of the Mosque	Stewart Rome	Usa	5750 feet	Dec. 26
	Hawley	Sterling Pict.	5700 feet	July 24	Shamrock and the Rose		Chadwick		
Merry Wives of New York		Chadwick			Sheik of Hollywood, The	Ben Lyon	First National		
Message to Garcia, A	Special Cast	M-G-M			Shenandoah		Famous Attractions		
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet		Sherman Was Right	Alberta Vaughn	F. B. O.		
Midnight Sun, The	Special Cast	Universal	10 reels	May 15	She's My Baby		Ginsberg-Kann		
Mike Donovan of Ireland		First National			Shock Absorber, The		First National		
Million Bid, A	Dolores Costello	Warner Bros.			Shopworn		Famous Attraction		
Million Dollar Doll		Assoc. Exhib.			Show Business	Mae Murray	M-G-M		
Missing Link, The	Syd Chaplin	Warner Bros.			Show World, The	B. Dove-F. Bushman	Universal		
Miss 318	Special Cast	M-G-M			Sidewalks of New York, The		Columbia Pictures		
Miss Manhattan	Betty Compson	M. P. Guild			Silent Avenger, The		Lumas		
Money Isn't Everything	R. Ince-D. Revier	Columbia			Silent Panther, The	Francis McDonald	M-G-M		
Monkey Talks, The	Bellamy-Lowe-J.				Silent Rider, The	Hoot Gibson	Universal		
	Trevor	Fox			Silk	Goudal-Schildkraut	Prod. Dist. Corp.		
Morals of Today		Gorman Pictures			Silken Lady, The	Hulette-Hamilton	Arrow		
Mother		F. B. O.			Silk Hat Cowboy, The	Tom Mix	Fox		
Mount Eagle, The	Nita Naldi	Lee-Bradford			Silver Lanterns	Special Cast	Arrow		
Mountains of Manhattan		Lumas			Simple Sis	Louise Fazenda	Warner Bros.		
Music Master, The		Fox			Sinews of Steel		Lumas		
My Official Wife	I. Rich-Tearle	Warner Bros.			Sinners of Paradise		First National		
Mysterious Island	Special Cast	M-G-M			Sky High	Al Wilson	Assoc. Exhib.		
Mysterious Rider, The		Paramount			Sky Peril, The	Al Wilson	Assoc. Exhib.		
Mystery Lady, The	Special Cast	M-G-M			Skyscrapers	Special Cast	Prod. Dist. Corp.		
My Wife's Friend		First National			Sky's the Limit, The	Richard Talmadge	Universal		
My Wife's Honor	Dolores Del Rio	Fox			Slide, Kelly, Slide	William Haines	M-G-M		
Naughty But Nice	Colleen Moore	First National			Smith of Cornell	George Walsh	Chadwick		
Naughty Marietta	Marion Davies	M-G-M			Snowbound		Tiffany		
Nervous Wreck, Tbe.	Special Cast	Prod. Dist. Corp.			Sorrows of Satan	Adolphe Menjou	Paramount		
New York	Lya de Putti	Paramount			Spangles	P. O'Malley-M. Nixon	Universal		
Next Generation, The	Special Cast	M-G-M			Span of Life, Tbe.	Lon Chaney	M-G-M		
Next Year's Model	Alberta Vaughn	F. B. O.			Speed Boy, Tbe.	Dick Talmadge	Universal		
Night Bride, The	Marie Prevost	Prod. Dist. Corp.			Speedy Eddy	Devore-Horton	Assoc. Exhib.		
Night School, The		M-G-M			Speedy Spurs	Buffalo Bill, Jr.	Artclass	5000 feet	
Night Siren, The	Evelyn Brent	F. B. O.			Splitting the Breeze	Tom Tyler	F. B. O.		
Night Watch, The	Special Cast	Truart	5000 feet		Sport of Kings, The		First National		
Noah's Ark		Warner Bros.			Squared Ring, The		Tiffany		
Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.			Stark Love	Special Cast	Paramount		
No Control	P. Haver-H. Ford	Prod. Dist. Corp.			Stepping Along	Johnny Hines	First National		
Nocturne	Special Cast	M-G-M			Stolen Pleasures		Columbia Pictures		
North of Nome	Special Cast	Arrow			Story of Mother Machree	Belle Bennett	Fox		
No Speed Limit	Al Wilson	Assoc. Exhib.	5491 feet		Strange Bedfellows		M-G-M		
Oh! What a Night		Sterling Pict.			Stronger Than Steel		American Cinema		
Old Heidelberg	Ramon Navarro	M-G-M			Studies in Wives		Famous Attractions		
Old Ironsides	Special Cast	Paramount			Such a Little Pip	Alberta Vaughn	F. B. O.		
One Hour of Love	Jacqueline Logan	Tiffany			Summer Bachelors	M. Moore-Bellamy	Fox		
One Increasing Purpose	Lowe-Rubens	Fox			Sunrise	Gaynor-G. O'Brien-			
Open Book	Special Cast	M-G-M				Livingston	Fox		
Ou, Lal Lal	Alberta Vaughn	F. B. O.			Sunshine of Paradise Alley		Chadwick		
Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.			Surf Man, The		M-G-M		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Sweethearts in Every Port	W. C. Field	Paramount			Wanted—A Coward	Special Cast	Sterling Pict.		
Tale of a Vanishing People			6500 feet		Way of the Worlds		Paramount		
Tangled Herds	Buddy Roosevelt	Artclass	5000 feet		War Paint	Tim McCoy	M-G-M		
Tardy Tolliver	Haile-King	Assoc. Exhib			Way of an Eagle, The	Special Cast	M-G-M		
Tarzan and the Golden Lion		F. B. O.			Way Things Happen	Madge Bellamy	Fox		
Tearin' Loose	Wally Wales	Artclass	5000 feet		Wedding March, The	von Stroheim	Paramount		
Tell It to the Marines	Chaney-Haines	M-G-M			Wedlock	Lowe-Perry-Livingston	Fox		
Tempest, The		Tiffany			West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
Temptations of a Salesgirl	Betty Compson	M. P. Guild			What Every Girl Should				
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9	Know	Patsy Ruth Miller	Warner Bros.		
Their Second Honeymoon	Special Cast	M-G-M			What Happened to Father	Sydney Gordon	Warner Bros.		
They're Off	Viola Dana	F. B. O.			What Price Glory?	Special Cast	Fox		
Third Degree, The	Dolores Costello	Warner Bros.			What Will People Say?		M-G-M		
Thirty Below Zero	Buck Jones	Fox			Wheel of Life, The	Florence Vidor	Paramount		
Three Twins, The		M-G-M			When Danger Calls	Wm. Fairbanks	Lumas		
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.			When We Were Twenty-				
Thrill Chaser, The	Alberta Vaughn	F. B. O.			One	Special Cast	M-G-M		
Thumbs Down	Special Cast	Sterling Pict.			While London Sleeps	Rin-Tin-Tin	Warner Bros.		
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels		White Chief, The	Monte Blue	Warner Bros.		
Thundering Through	Buddy Roosevelt	Artclass	4725 feet		White Eagle, The	Buck Jones	Fox		
Tip Toes	D. Gish-W. Rogers	Paramount			White Flannels	Special Cast	Warner Bros.		
Toilers of the Sea	Special Cast	M-G-M			White Gold	Jetta Goudal	Prod. Dist. Corp.		
Tongo	Special Cast	M-G-M			White Heat	Special Cast	M-G-M		
Tongues of Scandal		Sterling Pict.			White Slave, The	Dix-Dempster	Paramount		
Top of the World, The		Tiffany			Whose Baby	Alberta Vaughn	F. B. O.		
Tornado Jones	Wally Wales	Assoc. Exhib			Wife, The	Special Cast	M-G-M		
Tornado Terry	George O'Hara	F. B. O.			Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib		
Tracked by the Police	Rin-Tin-Tin	Warner Bros.			Wild Geese		Tiffany		
Trailing Shadows	Edmond Lowe	Fox Film			Wind, The	Lillian Gish	M-G-M		
Trail of '98	K. Dane-P. Starke	M-G-M			Wings	C. Bow-C. Farrell	Paramount	12 reels	
Trapped	Elmer Fair	Sierra Pictures	5000 feet		Wings of the Storm	R. Howes-V. Faire	Fox		
True Blood	Fred Humes	Universal			Win, Lose or Draw	Leo Maloney	Artclass	5100 feet	
Turkish Delight		Prod. Dist. Corp.			Winner, The	Charles Ray	Chadwick		
Twelve Miles Out	John Gilbert	M-G-M			Winning Oar, The	George Walsh			
Twin Triggers	Buddy Roosevelt	Artclass	5000 feet		Without Orders	Leo Maloney	Artclass	5100 feet	
Two-Gun McCoy	Bob Custer	F. B. O.			With Their Eyes Open	Adolphe Menjou	Paramount		
Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib			Wives at Auction	Special Cast	Astor Dist.		
Uncle Tom's Cabin	Special Cast	Universal			Wolves of the Air		Ginsberg-Kann		
Unknown Treasures	Agnew-Hulette	Sterling Pict.			Woman's Battalion of Death				
Up and at 'Em	Dick Talmadge	Universal			The	Gloria Swanson	United Artists		
Upstream	Dolores Del Rio	Fox			Woman's Heart, A	E. Bennett-Whitman			
Vagabond Lover, The	John Barrymore	United Artists				Earle	Ginsberg-Kann		
Vagabond Prince, The	Colman-Banky	United Artists			Woman Who Did Not Care		Gotham		
Valencia	Mae Murray	M-G-M			Women and Wives		M-G-M		
Valley of Hell, The	Francis McDonald	M-G-M			Women Love Diamonds		M-G-M		
Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib			World's Illusion, The		M-G-M		
Vanishing Hoofs	Wally Wales	Artclass	4900 feet		Worst Woman, The		Famous Attractions		
Vanity	Leatrice Joy	Prod. Dist. Corp.			Wreck, The		Columbia Pictures		
Vengeance of Durand, The	Irene Rich	Warner Bros.			Wyoming Whiz, The	Tom Tyler	F. B. O.		
Virgin Flame, The		M-G-M			Wrong Mr. Wright, The	Jean Hersholt	Universal		
Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib			Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Waiter at the Ritz, The	Raymond Griffith	Paramount			Yoke, The	Special Cast	Warner Brothers		
Walloping Wildcat, The	Wally Wales	Assoc. Exhib			Young April	Special Cast	Prod. Dist. Corp.		
Wandering Girls		Columbia Pictures			Your Brother and Mine		American Cinema		
					You Too	Special Cast	M-G-M		

## Newspaper Opinions on New Pictures

### "Three Bad Men"—Fox Films, Majestic Theatre, Portland, Ore.

*Morning Oregonian*: "Magnificent settings, brilliant scenes, top-notch cast, headed by George O'Brien and Olive Borden, feature 'Three Bad Men.' . . . 'Three Bad Men' enjoys settings and thrilling scenes, some of which are as pretentious and stirring as any in 'The Covered Wagon.' . . . This great tale of the opening of the West will hold its place among the leaders in that type of motion picture. It is a blending of magnitude, romance, action and comedy in proper proportions. . . . Fit for the most epicurean motion-picture appetites."

*Portland News*: "'Three Bad Men' are dare-devil heroes whose exploits will thrill boys of every age and make the women love them. . . . The picture was produced by the man who made 'The Iron Horse' and is a worthy successor to that celebrated film. . . . Its scenic grandeur adds an impressive background. . . . J. Farrell McDonald, Tom Santschi and Frank Campeau, beside George O'Brien and Olive Borden, are perfect in their roles."

*Oregon Daily Journal*: "'Three Bad Men' . . . a presentation that will stick in the memory, the immensity of which will be more and more realized as one mulls over the great scope of this notable spectacle. Crowds stood in line at each of the presentations of the picture on Sunday and it was well worth while. . . . All the fast-moving events lead up to the great land

rush and the forward movement over miles of frontier gives a long remembered thrill. It is a notable picture, equal in scope and detail to 'The Covered Wagon' and 'The Iron Horse.'"

### "Three Bad Men"—Fox Films, Miller's Figueroa Theatre, Los Angeles

*Examiner*: "Gripping story vividly filmed, . . . beautiful photography is a marked asset. . . . This film climaxing in beauty all the Westerns we have seen. . . . The cameramen have made the most of every opportunity. . . . the story has action in plenty, brilliant building of suspense. . . . J. Farrell McDonald, Frank Campeau and Tom Santschi, the three bad men, contribute vividly to the progress of the plot. . . . The great directorial achievement, which reflects much credit on Ford, lies in the land rush. . . . this one is tremendous and so varied in effect. . . . the sequence is handled with masterly skill. . . . entertaining from the first reel to the last."

*Times*: "There is a running fire of amusing titles in the early part of the picture, which causes laugh to follow laugh in quick succession. . . . Olive Borden has distinct personal appeal."

*Herald*: "'Three Bad Men' is more than a mere thriller; it is an epic picture deserving to rate among the best that have been produced on the subject. . . . from the cheers which greeted it there can be no doubt as to the triumphal impression made by the film."

### "Three Bad Men"—Fox Films, Capitol, Cincinnati

*Daily Times Star*: "Too much praise cannot be bestowed upon 'Three Bad Men,' at the Capitol. It possesses everything a good photoplay should have—good acting, good settings and quick motivation. . . . No more beautiful screening was ever done, we believe, than the shots of the land rush. No better work in heroine roles has been done in previous pictures than by Olive Borden. . . . Tom Santschi, Frank Campeau and J. Farrell McDonald make picturesque bad men. Their acting is good. . . . George O'Brien gives us all we want in the character of a hero. A review is not supposed to be an advertisement. But the way we should like to review 'Three Bad Men' is to put an eight-column advertisement in the paper urging everyone to see the picture."

*Post*: "This is as good a picture in comedy, melodrama and romance as you should desire. The acting of the three bad men is extremely good. The scenes brim over with excitement and emotion. The director, John Ford, deserves a world of praise. . . . Although the development is dramatic and tense, it abounds in comedy of the best kind. There are many delightful moments."

### "Don Juan" and Vitaphone—Warner Bros., McVicker's, Chicago

*Chicago Journal Commerce and La Salle Street Journal*: "The much-heralded Vitaphone made its

debut at McVicker's last night and proved itself one of the marvels of the age. 'Don Juan,' is gorgeous, beautifully acted and it must have cost a fortune. John Barrymore alone is enough to put it over."

*Chicago Evening Post*: "The Vitaphone has solved the problem of synchronization. The music was in itself so pleasing and the pictures of the players so interesting that the whole thing made a great impression on the public. They have a marvelous device, and to judge from the impression produced on the public last evening, everybody will wish to hear it. They have carried things a step farther on."

*Chicago Evening Post*: "One comes away from the first hearing of the Vitaphone with the feeling of having sat in on the making of history. The picture, 'Don Juan,' with John Barrymore as its star, is too good to be overshadowed even by Vitaphone. Highest expectations had been aroused by reports from eastern showings of the Vitaphone and the photoplay. To judge by the enthusiasm of last night's audience, those expectations have been more than realized."

*Chicago Evening American*: "Another milestone has been reached—another page turned in motion picture history. Today Chicago is in possession of a new and wondrous amusement program—a concert, vaudeville and movie show all rolled into one. Then, too, the picture as a photoplay stands alone. It would be a hit were it shown without the sound of a single violin."



## —let's get together

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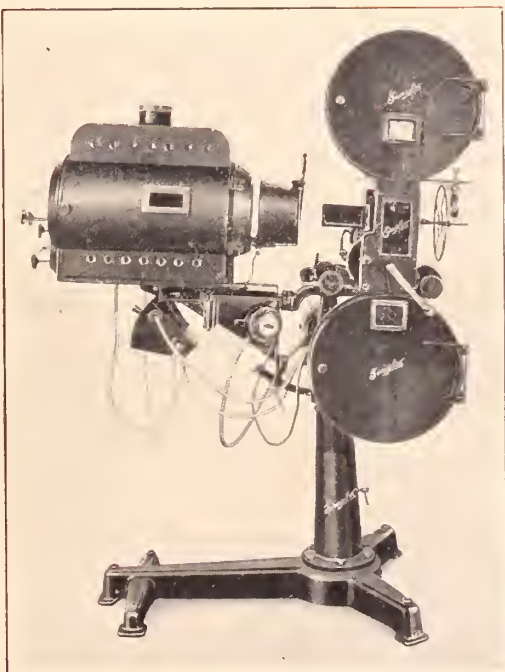
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October 16, 1926

# Motion Picture News

Reg. U. S. Patent Office

**2nd WEEK**

The crush was so great at the Capitol Theatre that it was necessary to call out police reserves to keep the crowd in order.

—Front Page News Story in N. Y. Telegraph

Thousands of men, women and children flocked into the theatre. Hundreds were packed in the lobby waiting to get in after many standees had been seated. The box-office lines stretched blocks to right and left of the theatre entrance. All roads seemed to lead to the Capitol.

—Dorothy Herzog, Daily Mirror

Rudolph Valentino's adoring public flocked to the Capitol yesterday. They crowded the sidewalks in lines of twos and threes to gaze upon Valentino as Julio, the picturesque character that first brought him fame.

—Louella O. Parsons, N. Y. American

Before the doors of the Capitol were opened, there were scores waiting to get in. At 4 the lobbies were jammed, while a line from both sides of the box-office stretched around the block.

—H. D. S., Morning Telegraph

Better than it was six years ago. We wouldn't have missed it even if we had to stand.

—Harriet Underhill, Herald-Tribune

**Capitol  
Theatre  
Is Making  
History with  
"The Four  
Horsemen"**

the prize buy  
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Entered as second-class matter April 23, 1926, at the Post Office at New York, N. Y., under act of March 3, 1879.

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Vol. XXXIV No. 16

PRICE 20 CENTS

Los Angeles

New York

Chicago



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IN "The  
Campus  
Flirt"

A  
CLARENCE BADGER  
PRODUCTION WITH  
JAMES HALL - EL BRENDEN -  
CHARLES W. PADDOCK  
Original and screen play  
by Louise Long and  
Lloyd Corrigan.

**75**  
15th  
BIRTHDAY  
GROUP  
**Triumph**



# EDDIE CANTOR writes advance notice of the SEASON'S COMEDY HIT!

EDDIE CANTOR

Dear Mr. Exhibitor:

Just as long as you're going to show "Kid Boots", my first picture, I think we should know each other - pleased to meet you. Although I played the show for three seasons throughout the country, I got more of a "kick" making the screen version which took but three months.

The motion picture producers claim that they want new faces for the screen. I have been out in the sun so much that my face has peeled twice, which means that I am showing two new faces in this picture.

The other day in the projection room five people besides myself who witnessed the picture claimed that I was the greatest comedian on the screen. Now why should my wife and four daughters lie about it?

The leading lady in "Kid Boots" is Clara Bow and I picked her myself - say, I'm no fool. In two of the reels I kiss Clara seven times and Lasky and Zukor pay me for it. What a business!

Hoping you and your customers will enjoy "Kid Boots" as much as I enjoyed making it, with love and kisses, I am,

Sincerely,

Eddie Cantor



ADOLPH ZUKOR  
JESSE L. LASKY  
PRESENT

FLORENZ  
ZIEGFELD'S

## "KID BOOTS" STARRING EDDIE CANTOR

WITH CLARA BOW, BILLIE DOVE,  
LAWRENCE GRAY

a FRANK TUTTLE production  
FROM THE PLAY BY -- WILLIAM  
ANTHONY MCGUIRE & OTTO HARBACH  
SCREEN PLAY BY TOM GIBSON --

A Paramount Picture



As big and beautiful as the great outdoors

WILLIAM FOX Presents

JAMES OLIVER  
CURWOOD'S

*Great Novel of Broadway and the Northwest*

# *The* COUNTRY BEYOND

IRVING CUMMINGS *Production*



with  
**OLIVE  
BORDEN  
RALPH  
GRAVES**

GERTRUDE ASTOR  
J. FARRELL M<sup>AC</sup>DONALD  
FRED KOHLER

Fox Film Corporation



# THEY DIRECT

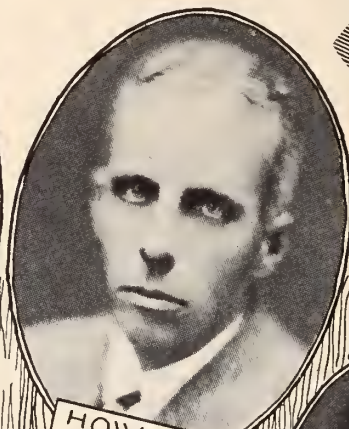
# FOX



F. W. MURNAU



FRANK BORZAGE



HOWARD HAWKS



VICTOR SCHERTZINGER



HARRY BEAUMONT



JOHN GRIFFITH WRAY



J. G. BLYSTONE



GEORGE H. MELFORD



IRVING CUMMINGS



LEW SEILER



RAOUL WALSH



ALFRED E. GREEN



ALLAN DWAN



JOHN FORD

The best directors in the industry have been assembled to produce Fox Pictures.

You exhibitors only need to look at the names and faces on this page to be convinced of that. You know what these men have produced.

You have made money on their pictures in the past—and you know what to expect when they are given the plays and stories on the Fox schedule and a brilliant array of actors from which to select their casts.

The first of this season's product has proved the box-office quality of Fox Pictures. As the season advances, each new production will prove that this box-office quality is absolutely dependable.

Fox has the stories and plays!

Fox has the stars and players!

**FOX HAS THE DIRECTORS!**

**FOX HAS THE PICTURES!**



Profit  
pictures

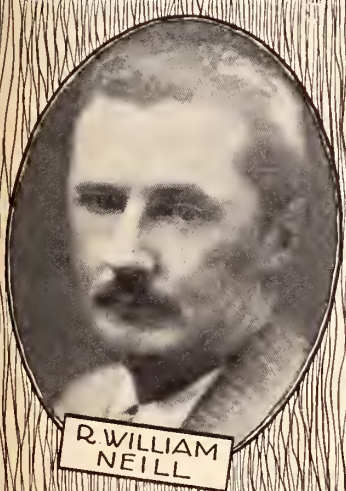
**YOU PLAY 'EM**  
and reap the benefit of  
their brains and experience

Here's  
the  
line-up  
for  
\$26.27

What Price Glory	7th Heaven	The Music Master
3 Bad Men	One Increasing Purpose	
Is Zat So?	Mother Machree	Upstream
Fig Leaves	Gaby	The City
The Auctioneer	The Family Upstairs	Whispering Wires
The Return of Peter Grimm	The Blue Eagle	Married Alive
The Lily	The Holy Terror	Hidden Charms
The Country Beyond	Ankles Preferred	The Congressional Medal
Cradle Snatchers	Womanpower	Going Crooked
The Monkey Talks	The Second Year	The Midnight Kiss
"Marriage License?"	Wings of the Storm	My Wife's Honor
	Bertha, the Sewing Machine Girl	
7 Tom Mix	7 Buck Jones	
All Western Productions	American Outdoor Pictures	
Now better than ever before!	Fox-made Westerns!	

and also that big surprise~  
**SUMMER BACHELORS**

FROM McCLURE'S MAGAZINE STORY BY WARNER FABIAN AUTHOR OF "FLAMING YOUTH"  
MATT MOORE WITH MADGE BELLAMY OLIVE TELL  
ALAN FORREST HALE HAMILTON WALTER CATLETT CHARLES WINNINGER  
ALAN DWAN PRODUCTION



R. WILLIAM NEILL



LOU TELLEGEN



SCOTT DUNLAP



LAMBERT HILLYER



BEN STOLOFF



EDDIE CLINE



ALBERT RAY



# Tom's biggest western thriller!

## Outdoor Grandeur!

This MIX Picture is made in accordance with the FOX policy of staging MIX productions in National Parks and the beauty spots of the country.

The Royal Gorge, grandest of all Colorado's incomparable scenery, was the location of this—the greatest and most thrilling picture Tom ever made! Book it—tell 'em about it and cash in!

WILLIAM FOX presents

# Tom Mix in The GREAT K&A TRAIN ROBBERY

with TONY, the wonder horse

*The foremost western thriller of the greatest western star*

*from Paul Leicester Ford's novel*

Scenario by JOHN STONE

LEW SEILER Production

it's a  
**FOX**  
profit  
picture





## WHAT WE PROMISED

1. "That Model from Paris"    2. "Lost at Sea"    3. "Fools of Fashion"

## WHAT WE ARE DELIVERING

### 1. "That Model from Paris"

Good for week run as well as short run theatres of all classes.  
—*Harrison's Reports*.

One of the best of the new season's offerings by Tiffany—it is a winner.  
—*Motion Pictures Today*.

"That Model from Paris" is excellent entertainment for any theatre.  
—*Moving Picture World*.

Drawing power: Unquestionably should be good.  
—*Motion Picture News*.

Should find favor wherever shown.

—*Exhibitors Daily Review*.

A more felicitous combination of laughter and tears has not been seen in some time.—*Morning Telegraph*.

Pleasing story, nicely told. Popular box office ingredients pleasantly mixed. Fashion show certain to appeal to women.  
—*Film Daily*.

### 2. "Lost at Sea"

Not a bad society drama—the action is pretty fast, there is considerable human interest in it. Good for week run houses and for all short run ones.  
—*Harrison's Reports*.

Is interesting at all times and filled with suspense. Drawing power: Should be good. Well done.  
—*Motion Picture News*.

A money picture for your box office.

—*Moving Picture World*.

One that should bring in the shekels to the box office.  
—*Exhibitors Daily Review*.

The production itself is of the first order. —*Variety*.

### 3. "Fools of Fashion"

Very good. Has been produced lavishly. Suitable for week run as well as for short run theatres.  
—*Harrison's Reports*.

Interesting drama with fine cast. Offers good entertainment for the majority of patrons.  
—*Moving Picture World*.

Tiffany has a winner. "Fools of Fashion" is definitely a box office picture.  
—*Motion Pictures Today*.

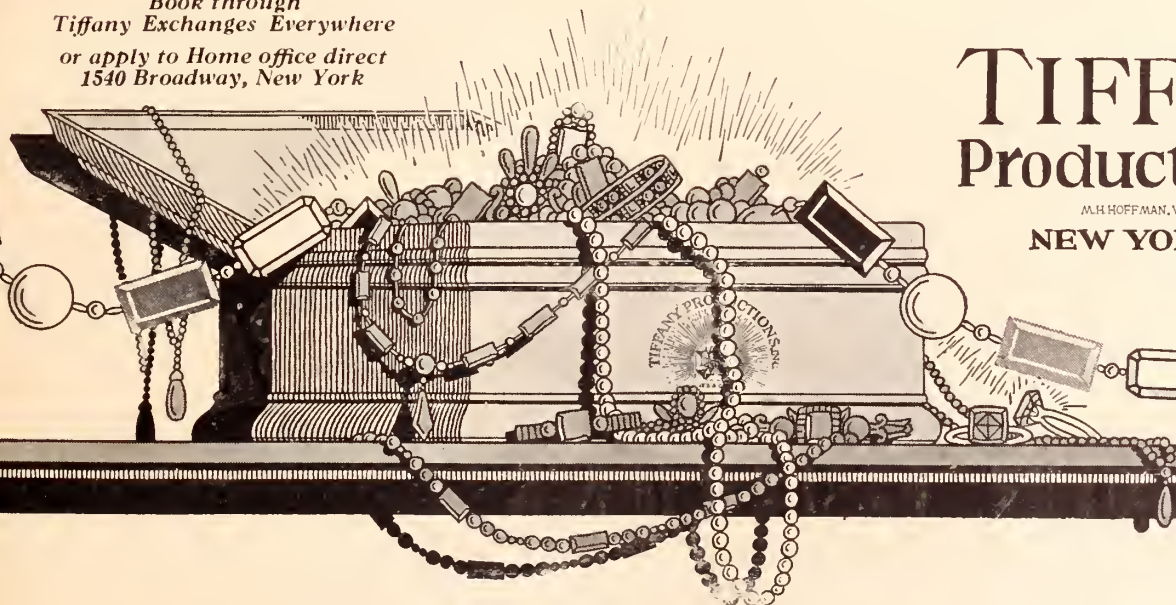
Is well acted and staged. Drawing power: Good.  
—*Motion Picture News*.

## Three of the 20 Gems from Tiffany HITTING THE BULL'S-EYE THREE TIMES IN A ROW

Book through  
Tiffany Exchanges Everywhere  
or apply to Home office direct  
1540 Broadway, New York

TIFFANY  
Productions, Inc.,

M. H. HOFFMAN, Vice-President  
NEW YORK, N.Y.





# ANOTHER

# VITAPHONE

PRESENTING  
*on the*

## VITAPHONE

PERSONALIZING IN VOICE,  
MUSIC AND ACTION

**AL JOLSON**  
**ELSIE JANIS**  
**GEORGE JESSEL**  
**WILLIE HOWARD** **EUGENE**  
**REINALD**  
**WERREN RATH**

*Presented by*

# WARNER BROS.

BY ARRANGEMENT WITH VITAPHONE CORP-  
ORATION, WESTERN ELECTRIC CO., AND  
BELL TELEPHONE LABORATORIES

# SHOW

# TO THRILL

IN CONJUNCTION  
WITH THE WORLD  
PREMIERE OF

## SYD CHAPMAN



## "The BETTER 'C"

WARNER BROS. PRODUCTIONS  
DIRECTED BY  
CHAS. F. REISNER



# GREAT

# ONE

# OW

# THE WORLD

## AGAIN VITAPHONE THRILLS THE WORLD

The Second Great  
Vitaphone Show Opened  
at The Colony Theatre,  
N. Y., Oct. 7th!

**Q** A night of nights on Broadway — surpass all previous openings that the world famous amusement center has ever known!

**Q** An audience that packed the beautiful theatre to the sidewalks — thousands turned away!

**Q** Applause that rolled and thundered at each feature of the marvelous program!

**Q** The critics of great newspapers and trade publications in a panic of wild enthusiasm!

**Q** Truly a night unprecedented in the annals of Broadway!

For Vitaphone has thrilled the world as never before.

A new era in motion picture entertainment is now a reality!

THE B. S. Moss Colony Theatre is the second great Broadway theatre to play Vitaphone. John Barrymore in "Don Juan" with the first Vitaphone show is now in its 11th week of record breaking business at the Warner Theatre, Broadway, N. Y. Similar records are being established in Atlantic City, Chicago, St. Louis. Watch Vitaphone with John Barrymore in "Don Juan" and with Syd Chaplin in "The Better 'Ole"!

IN  
LE"

ON





# by right of

## THE KING OF COMEDY REIGNS SUPREME!

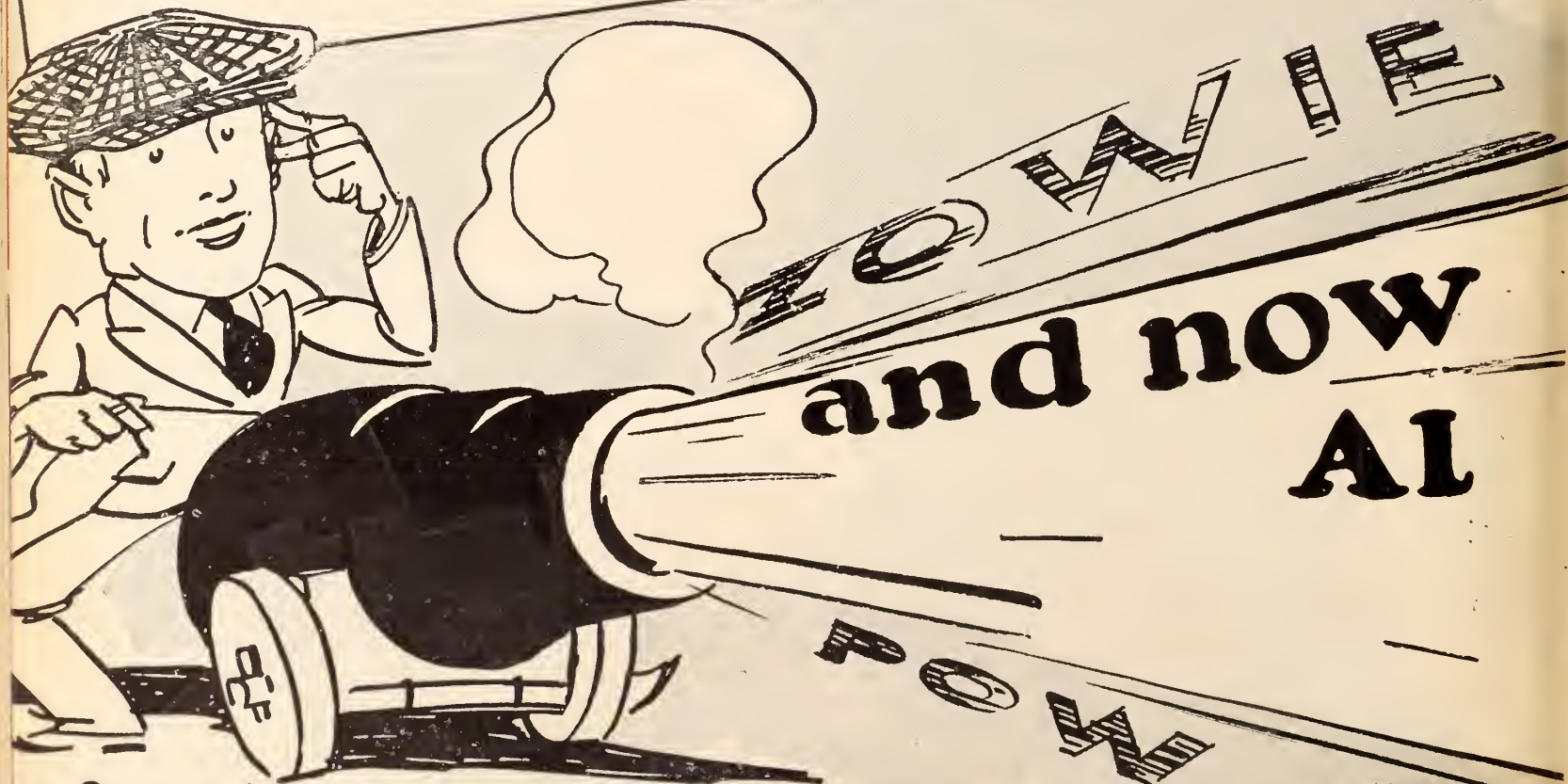
Through sheer merit and achievement — attested by an unprecedented series of Super Comedy-Specials that have broken all existing box office records — AL CHRISTIE is today the acknowledged Monarch of Mirth in motion picture production. **THREE BIG BOX OFFICE BULLS-EYES WITHIN A YEAR!** That is a record that confirms Christie's title.

**"CHARLEY'S AUNT"**  
the greatest comedy ever produced

**"THE NERVOUS WRECK"**  
his latest and greatest laugh-spasm

**"UP IN MABEL'S ROOM"**  
now setting new box office records

Here is a veritable broadside of laugh-thrills that will clinch Christie's title of **"Comedy King"** for all time!



The big gunner of comedy fires another broadside at box-office records —



# *achievement* **AL CHRISTIE** **KING OF COMEDY**

**World Premiere**  
**Mark Strand, N.Y.**  
**beginning Sun-Oct-10**

WITH  
HARRISON FORD  
PHYLLIS HAVER  
CHESTER CONKLIN,  
MACK SWAIN AND  
HOBART BOSWORTH

Adapted by  
F. McGREW WILLIS  
From the dramatization by  
OWEN DAVIS  
Based upon the story 'The WRECK'  
by E. J. RATH  
Produced on the stage by  
LEWIS and GORDON

Directed by **SCOTT SIDNEY**

**CHRISTIE'S**  
**Greatest**

**THE**  
**NERVOUS**  
**WRECK**

RELEASED BY  
**PRODUCERS DISTRIBUTING CORPORATION**

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# TRIUMPH!

## BOOKING LIKE WILDFIRE

*America's Biggest Theatres  
Grab it Quick for Quick Profits*



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ENTIRE  
SAENGER CIRCUIT

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Reading, Pa.

CENTURY  
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ALHAMBRA  
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STATE  
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PUBLIX  
San Francisco, Cal.

COLUMBIA  
Portland, Oregon

COLUMBIA  
Seattle, Wash.

CLEMMER  
Spokane, Wash.

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Newark, N. J.

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STATE  
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New London, Conn.

WALNUT  
Cincinnati, Ohio

IMPERIAL  
Charlotte, N. C.

DAYTON  
Dayton, Ohio

ALLEN  
Cleveland, Ohio

VALENTINE  
Toledo, Ohio

ALDINE  
Pittsburgh, Pa.

CAMERAPHONE  
East Liberty, Pa.

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New York, N. Y.

LIBERTY  
McKeesport, Pa.

VIRGINIA  
Champaign, Ill.

PARAMOUNT EMPRESS  
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LINCOLN  
Lincoln, Neb.

VICTORY  
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GRAND  
Atlanta, Ga.

TEMPLE  
Birmingham, Ala.

VENDOME  
Nashville, Tenn.

MELBA  
Dallas, Tex.

EMPIRE  
San Antonio, Tex.

CAPITOL  
Houston, Tex.

VICTORY  
Evansville, Ind.

ROYAL  
Kansas City, Mo.

STATE  
Memphis, Tenn.

MAJESTIC  
Tulsa, Okla.

PALACE  
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STATE  
New Orleans, La.

GRAND  
Columbus, Ohio

CAPITOL  
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NOW  
BREAKING ALL  
RECORDS AT  
**CAPITOL**  
(NEW YORK)  
**2<sup>ND</sup> WEEK**

Metro-  
Goldwyn's

**THE**



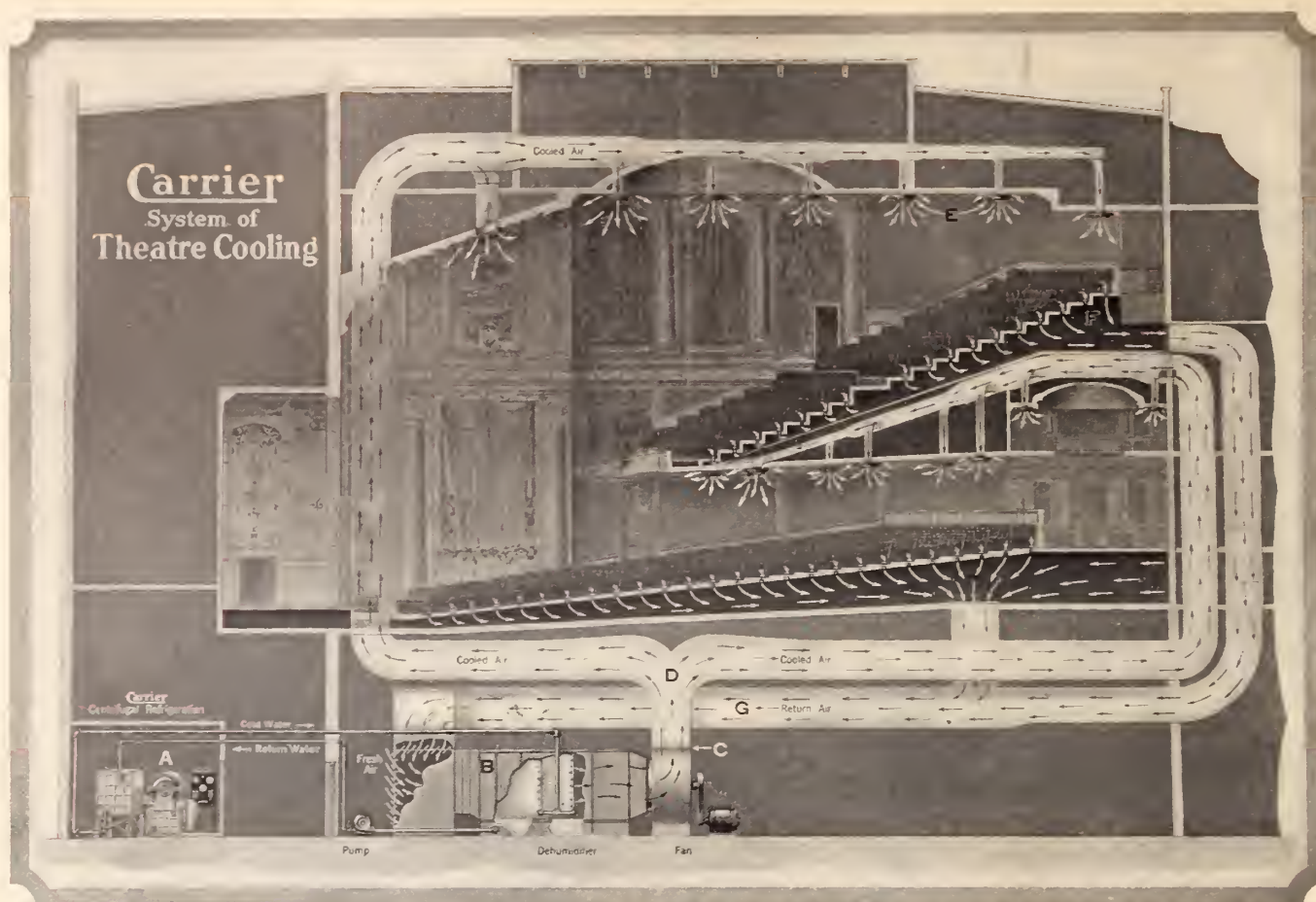


**QUICK** action!  
**YOU'D** better hurry.  
**NEVER** such a stampede  
**OF** bookings.  
**NO** wonder.....  
**IT'S** the chance  
**OF** your lifetime.  
**THE** country's  
**BIGGEST** showmen  
**ARE** grabbing it.....  
**IT** will play in every city  
**IN** all America this year  
**TO** tremendous receipts.  
**GET** your share.  
**AVOID** regrets.  
**ACT** now!

# FOUR HORSEMEN

REX INGRAM'S  
production of Ibanez' novel  
VALENTINO  
Alice Terry





A Typical Carrier Theatre Conditioning System. The proportions of the equipment are much enlarged.

## Air -- at the Breathing Zone First without Draughts

CARRIER introduced the practice of the downward diffusion of air within the theatre. The design of each Carrier air distribution system is an engineering problem carefully worked and constructed to meet the particular need of each installation.

Through the Carrier system, air reaches every corner, every seat in the theatre. There are no hot spots, no draughts, no *less desirable* seats. The high balcony is as comfortable as the orchestra; the front row is as pleasant as the rear.

Intelligent cooperation with the architects attractively conceals the air diffuser openings within the ceiling. From these, the air passes down over the audience so gently that no one is aware of its source. There is just that feeling of perfect comfort.

The Carrier system of air distribution is the third of the very important Carrier features which has been described in MOTION PICTURE NEWS. See the description of Carrier Centrifugal Refrigeration in the issue of September 18th. Read of the Carrier air cleansing spray chamber and humidity control in the issue of October 2nd.

The Carrier system is an assembly of equipment guaranteed to maintain uniform conditions of Temperature, Humidity and Air Purity in the theatre, every day in the year. It is the development of more than twenty years of specialized Air Conditioning experience.—A recent development provides the same complete system for the fine small theatres.—Describe your theatres.—Ask for the book, "Theatre Cooling."

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# Opportunity Knocks

**M**otion picture history is being made—and P. D. C. is writing its most significant page.

The unprecedented record made by DE MILLE-METROPOLITAN PICTURES is a graphic demonstration of what can be accomplished when production craftsmanship and showmanship vision are allied.

“Nothing succeeds like success.” P. D. C. closed its 1925-26 season in a blaze of glory, with a veritable conflagration of hits—“Silence”, “Three Faces East”, “The Volga Boatman”, “Up In Mabel’s Room”—everyone a Box Office Bellringer.

The 1926-27 program of P. D. C. *surpasses* even the sensational product that set new box office records for exhibitors who played DeMille-Metropolitan Pictures the past season. “Gigolo”, “Young April”, “The Nervous Wreck” and “The Yankee Clipper” form the vanguard of a magnificent array of productions destined to register box office bull’s eyes with a bang that will startle the industry.

(over)



OPPORTUNITY KNOCKS—and WISE SHOWMEN are heeding the summons. Thousands of wide-awake exhibitors, keen and discriminating judges of box office values, have read the “signs of the times” and confirmed their faith in the great DE MILLE-METROPOLITAN STUDIOS by signing for the entire 1926-27 program of hits. They have answered the summons of golden opportunity and every one of these thousands will reap a rich harvest of dollars. “SIGN FOR SUCCESS” is the P. D. C. slogan that is blazoned across the film firmament. If you have not already signed for SUCCESS, you are jeopardizing your chances for a big season. DON'T WAIT TOO LONG! A representative of P. D. C. is at your service. Be one of the happy crowd of P. D. C. exhibitors who are going to CASH IN on the BIGGEST SCOOP in the history of motion pictures. WE ARE BACKING UP THIS GREAT PRODUCT with a brand of Showmanship Service that spells sure-fire success. Giant press books that match—and surpass—anything ever turned out to boom the showing of pictures—packed to the brim with seat-selling, crowd-pulling ideas, ad cuts, mats, posters, lithos, lobby displays prepared and designed by experts. Here is *real service for real pictures*. Exhibitors who are going to make the *biggest cleanup in the history of the industry*, are those showmen with the foresight and wisdom to see a *big opportunity* and to seize it.



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"I only hope the future holds a few more like it."

Eugene H. Roth Presents

# "The BLUE BOY"

With JOHN ROCHE and PHILIPPE DELACY

Romance Productions

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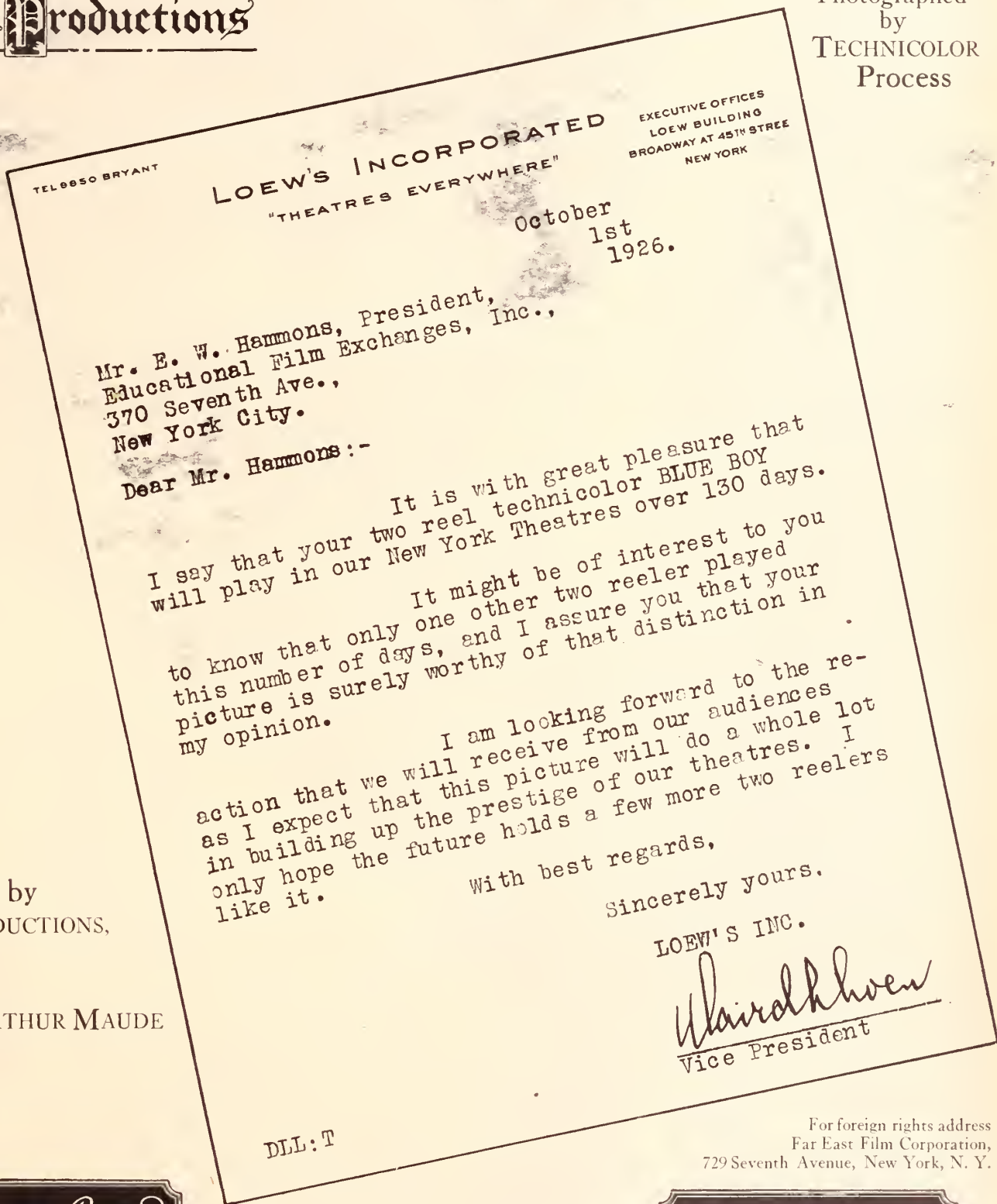
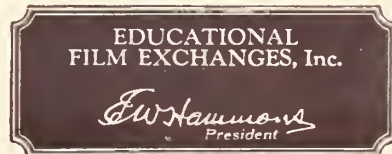
Suggested by  
Sir Thomas  
Gainsborough's  
famous painting

Produced by  
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Directed by ARTHUR MAUDE



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*presents*

**S**TILL ANOTHER MASTER-STROKE OF  
SHOWMANSHIP FROM GREATER F.B.O.!  
A BRILLIANT YOUNG PERSONALITY WITH  
A MIGHTY PUBLIC FOLLOWING....  
WINNING STARDOM THROUGH ABSOLUTE  
MONEY PERFORMANCE IN THE GREAT  
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FINEST THEATRES....

# *Alberta* *Laugh*

*in*  
*The*  
**ADORABLE  
DECEIVER**

Five Other  
Big Ones Coming!







26

## *"Short Shots"*

NOT A News Reel

NOT An Educational Review!

BUT THE FASTEST, SNAPPIEST  
SINGLE REEL YOU'VE EVER  
SCREENED!

26

## *"Castle Novelties"*

*Produced Throughout the World*

NO TWO RELEASES ALIKE. Edited  
and Titled NOT to Educate, BUT TO  
PROVIDE FAST ENTERTAIN-  
MENT!

13

## *"Music Legends"*

*Produced With Characters  
And A Meaning!*

THEY SHOW NATURE AS YOU'VE  
NEVER SCREENED IT BEFORE  
AND PROVIDE REAL OPPORTUN-  
ITIES FOR YOUR ORCHESTRA!

# "SNAP OF



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*Your Patrons Demand the Livest Show You  
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*Your Program Must Mean MORE Than the Feature!*

CASTLE FILMS SPECIALIZE IN THE PRODUCTION OF  
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THE DAY OF "REHASHES" AND "REISSUES" IS END-  
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OF THEM BRAND NEW AND DIFFERENT, ARE BEING  
BOOKED BY THE BEST THEATRES EVERYWHERE.  
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MINNEAPOLIS



# THE SHOW"



This  
one  
is / **Box**

A UNIVERSAL  
SUPER  
PRODUCTION



Carl Laemmle presents

*The*  
**Fourth Commandment**



# Office!

Fred J. McConnell  
in Exhibitors Daily Review  
October 4th, 1926


—*And “Mac” knows pictures!*

“If Emory Johnson never makes another picture,  
His ‘FOURTH COMMANDMENT’  
Will stamp him a great director.  
Because it is a great picture.  
Splendidly handled. With a strong,  
Vibrant story. THAT SPELLS BOX OFFICE,  
FROM START TO FINISH. ‘The Fourth  
Commandment’ stands out like a beacon.  
Credit Emory Johnson with a big picture.  
And write his name high on the records  
Of directorial ability.”

*From the same review*

An Emory Johnson Production  
Directed by Emory Johnson  
Story by Emilie Johnson

with MARY CARR, ROBERT AGNEW, HENRY  
VICTOR, JUNE MARLOWE and other box office  
stars.



*Belle Bennett in*  
**mandment**



# *The Wonder Picture* *The Most Novel, Beautiful, Picture of the Great Outdoors been another like it; There* **ALASKAN** *With* **ART**

## SEE

*The Breaking Up of the Ice in the Yukon River*; a majestic spectacle, with huge ice floes ramming each other in inconceivable fashion.

*The Birth of Icebergs*; ranks with the finest photography of the screen. The grandeur of this sequence cannot be expressed in words, says the M. P. World.

*Art Young Bringing Down America's Most Dangerous Wild Animals with the Bow and Arrow*; the Kodiak grizzly bear and the mighty moose, to say nothing of caribou, big horn sheep, mountain goats, etc.

*A Fox Terrier Capturing Big Salmon*; the dog goes after them in their native element.

*"Wrongstart," the Dog Comedian*; the funniest little mutt ever screened.

*The Midnight Sun*; wonderful shots of one of Nature's greatest phenomena.

*The Valley of Ten Thousand Smokes*; the weirdest, most awe-inspiring manifestation of Nature on the North American continent.

"Once it starts it's a clean-up."

—Arthur James in *Motion Pictures Today*

"It can be made of vital importance to the Exhibitor."—Epes Sargent in the M. P. World



# of Sport

*Exciting and Red-Blooded-  
Ever Filmed! There has never  
can never be another ~*

# ADVENTURES

## YOUNG

### How To Sell It To Your Patrons

*(Epes Sargent in M. P. World)*

"You have three big angles in the schools, the newspapers and the libraries. You have additional aids in the windows, The Better Films Committee, if you have one, and the various clubs.

Don't sell the schools on the educational value alone. Sell rather that you visualize Alaska.

Work through the school boards and the principals. See that each teacher receives a free ticket. Offer small prizes for the best essays or compositions on Alaska, but do it before you show the picture. Don't offer prizes on the best essays on the picture. That will come too late. Work this stunt a week or ten days in advance, starting the offer two or three weeks ahead. You might hook the newspapers to the composition, through letting the paper ostensibly offer the prizes.

Stories of Art Young will be of real interest. The campaign book has them. . . . See the managing editor and try and sell him rather than the photoplay editor.

The libraries will welcome you. . . . If you can help move the novels of Alaskan life, the travel and educational volumes, the library will be glad to use book markers, still displays and posters.

Make plentiful displays in the store windows. . . . Try and obtain from the game warden the names and addresses of those who have taken out hunting and fishing licenses. Every one of these is better than just a prospect.

Sell the Boy Scouts. They are interested in the outdoors. . . . If possible get a preview for educators and others who may be interested.

A Real Novelty, worth the Sales Effort."



# *Coming—*

## *Another Buyers Guide*

OUR readers will be glad to know that we are answering their urgent demand for another edition of

### THEATRE BUILDING AND EQUIPMENT BUYERS GUIDE

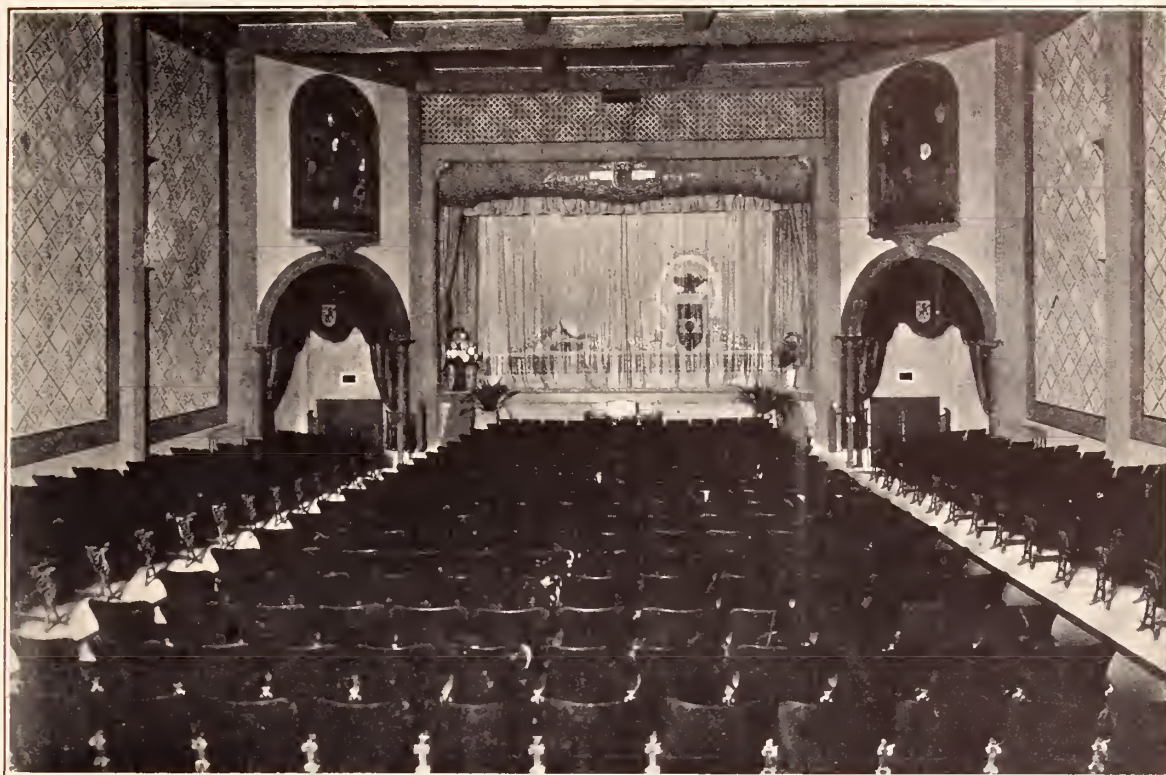
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# Motion Picture News

Volume XXXIV

NEW YORK CITY, OCTOBER 16, 1926

No. 16

## Finance

THE luncheon tendered by F. B. O. to Fred Thomson—who sat shoulder to shoulder with his friend Gene Tunney—proved to be one of the most colorful and expressive occasions of its kind in this writer's memory.

The keynote of the speeches was young America, its natural aspiration toward clean living and courage, its tremendous inspiration to these ends through the hero worship of Tunney in the ring and Thomson on the screen.

\* \* \*

By no means the least important speech was that from Joseph P. Kennedy, in which he indicated, sensibly and sincerely, his belief in European film production, and the future of American films abroad.

In brief, he said: "Film production must be adequately financed; the financing must come from the bankers; bankers have come to look upon the industry as a stable one for several reasons, important among which is the leadership of Will H. Hays."

All of which is full to the measure, with truth and common sense.

In America today, the operations of film production and distribution require banking aid on a large scale. The business has become too big and fast for private capital. And as the industry grows and stabilizes, banking resources will continue to parallel its progress. We will have bond issues as large as those placed on any other manufacturing industry.

\* \* \*

Evidently, London is feeling this way about the matter. Dr. A. H. Giannini, who has just

returned from there, calls our attention to an article on the financial page of the London *Times*, known the world over for its conservatism and influence.

In addition to complimenting British National Pictures for its production activities and distribution contracts in this country, the *Times* says in connection with the broad subject of British production:

"It will be seen, therefore, that the problem of the British film industry turns very largely upon finance. In this respect the American producer is much more favorably situated than the British. So great has been the development of the film industry in the United States that it now ranks among the largest industries in the country. Practically every large banking institution finances the production of films, and banks readily lend to producers against the negative, which is deposited with them as collateral. This is a great advantage to producers, since it prevents the locking-up of a large amount of capital pending exhibition, which frequently takes place months after a negative has been completed.

"Hitherto, British banking and financial institutions have been very reluctant to give the British producers the same facilities as the American banks give their customers. In view of the disadvantage under which British film production has been carried on as compared with American production, this disinclination is only natural; but there is good reason to believe that if British producers were able to improve their position by widening their market, the banks would be ready to recognize the fact by giving them any reasonable financial assistance that might be required."

\* \* \*

This is significant. It is, we believe, the first expression of opinion from this powerful paper on the subject of motion picture finance.

*W. H. Thomson*



# MOTION PICTURE NEWS

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## Speaking Editorially

THE increasing popularity of short features is strikingly shown in a recent article in the *Cleveland News*. In a signed story, Ed H. Jacobs, photoplay editor, quotes Manager John F. Royal, of the Palace, a Keith-Albee house, to the effect that "shorts," once regarded as mere "chasers," are now being featured on the bill and will continue to be. The article continues:

"For our part we could sit through and relish an entire bill made up of these special features, preferably one that included a short story or two and at least one good comedy. There is talk of such programs in certain theatres, not locally necessarily, though it would not be surprising if the experiment were made in Cleveland also—'vaudeville movies.'"

\* \* \*

"THERE was a time when these 'odds and ends' of short films were employed as 'chasers'—a means of emptying the theatres so that a new audience could be taken care of, but in those days the 'specials' were pretty bad and today would hurt rather than help the theatre's business. Royal tells of the days some years back when the Keith people engaged the services of a lecturer; it was in Boston, if we remember rightly; he delivered a stock talk on the Alps and did it in such monotonous manner that the theatre was soon emptied. It wasn't much of a lecture, but it served the purpose—sooner than sit through the lecture until the better program repeated, the audience, almost to a man, would leave.

"But such tactics would not do nowadays and are not necessary. Theatres are larger and most of them were built to take care of film requirements, and the wise showman of today eliminates from his programs anything of a tiresome nature, even among the 'fill-ins.' The movie following is a knowing lot and wants good entertainment from the moment they enter a theatre until they leave. It doesn't take them long to find out where they get the best 'ride' for their money and such theatres get their patronage."

\* \* \*

THE work of the motion picture in bringing good literature to the attention of countless persons who never before had contact with it was pointed out in a recent address by Carl E. Milliken, secretary of the Hays organization, at the annual convention of the Special Libraries Association at Atlantic City.

One State Library Association last year reported an increase in calls for books of 34,000 over the preceding year, the cause being attributed to the influence of pictures and the radio, Mr. Milliken said. "And," he added, "the commission reported that the demand, especially from rural districts, was chiefly for the old standard works, many of which have been picturized."

\* \* \*

FORMERLY it was feared, Mr. Milliken declared, that motion pictures would decrease reading but those who believed that, he said, were the same ones who thought that radios would eliminate symphony orchestras and that free libraries would exterminate book sellers. The very reverse in each of these cases has been true.

\* \* \*

MR. MILLIKEN called special attention to the progress of the industry along the lines of artistic development. "In the late months," he said, "so many fine directors, skilled writers and talented actors have come forward that the moving picture is producing, at least once a week, a story that compares favorably with the best in the spoken drama or in literature.

"Producing companies are taking experienced writers into their studios and teaching them the technique of motion picture composition. Actors, newspaper men, dramatists, stage directors, photographers, men whose training would make them readily acceptable for motion picture direction, are being given every opportunity to learn this new art. And the results are most encouraging."

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October 16, 1926

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# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston



John C. Flinn

**B**ACK from a country-wide tour of exchanges—thirty-one offices in as many days—John C. Flinn, of P.D.C., was welcomed home Saturday at a meeting of home office executives and the personnel of the New York and Jersey exchanges.

The meeting resolved itself into a general business discussion, with Mr. Flinn reporting on conditions as he saw them at first-hand throughout the country. These impressions we expect to print in some detail later.

**A**CTIVE touch with the field is, of course, essential to distribution executives. In no other way can they keep informed on the market; and carry its needs into execution, not only in shaping sales policies but production problems as well.

**R**UMORS of mergers continue to fill the air, but nothing definite has materialized. Rather close investigation at the source discloses that "the mergers" are only in the rumor stage.

**R**ECIPROCITY of a definite and practical sort is making headway in many quarters. Simon Rowson, prominent British renter, President of the K. R. S. and joint managing director of Ideal Films, is in America, and is, at the moment, on his way to Hollywood to confer with Joseph P. Kennedy and his production forces on the pictures F. B. O. is making and which Ideal is to release in Britain.

**M**R. ROWSON is going to give the F. B. O. directors the British slant on these pictures, thus contributing to the real internalization of the film, which starts—and importantly—when and where pictures are produced. The Ideal contract was one of the significant things done by

Mr. Kennedy while abroad; Mr. Rowson's visit follows quickly and naturally as a result of that step.

**W**E shall also have another prominent British visitor shortly. Ernest W. Fredman, managing editor of *The Film Renter*, is coming over to survey the situation here, and renew acquaintance with many friends.

**I**SPOKE last week of pictures out-of-the-ordinary which need unusual handling, and one of the most interesting of this group is now being shown at the Rivoli, New York. This is Eugene Roth's Romance production, "The Blue Boy," for Educational, done in Techni-color. Following this run, this short feature will play over the Loew circuit for 130 days' booking—the only two reel subject, with a single exception, to play this number of days on the circuit.

**D**AVID LOEW believes the picture will do a lot in building up the prestige of the theatres; and, with this thought we are heartily in accord.

**O**N this same subject of pictures of high artistic merit, Eric Clarke, general manager of the Eastman Theatre, Rochester, made some interesting points at the meeting of the Society of Motion Picture Engineers.

It is his view that exhibitors themselves should establish special theatres for the showing of films of limited appeal:

"We should divorce our big appeal business from our little appeal business," argues Mr. Clarke. "Publishing houses have done this and so must we. Profits would then be possible where now there are losses. A different public would be developed without disturbance to the greater public reached by pictures of general appeal. . . .

"We, like every other large theatre, are organized to please the big public. Compare, if you like, the movie business today with current literature. It is clear that we are in a class with the *Saturday Evening Post* and not with publications appealing to limited circulation. The Eastman plays to more than 2,000,000 people a year and our problem is the same as with the *Post*, which

sells more than 2,000,000 copies a week. To cater to the few while the many stay away is fundamentally wrong. We owe weekly entertainment to our steady movie public and the essential quality of audience appeal must be the foundation of any show we may arrange."

"Where then and how is our public to be led to appreciate the better things in films? Only by greater subtlety and artistry in the pictures which the public will anyhow want to see. Nobody will deny that this is taking place; that pictures are improving in their quality and their art. Many pictures with distinct artistic appeal will today succeed where a few years ago they would have failed. The progress is sure but slow. You cannot suddenly get people to appreciate better art. It has taken four years for our theatre to establish any liking for the quiet, dignified show which most other houses would characterize as lacking in punch and box office appeal. But it is no less true that it is by the very pictures of limited appeal that the box office successes grow more artistic. The picture made in disregard of the box office may fail but if it has artistic merit it will leave its mark on the box office product of the future.

"My point is that it is up to us exhibitors to organize special houses for the showing of these pictures of limited appeal. Let us divorce our big appeal business from our limited appeal business. At present there is not a sufficient number of pictures of this kind to supply a theatre in the city of average size but it is possible to make a beginning. Once this outlet for pictures of high artistic quality is established suitable product will soon be forthcoming in sufficient quantity."

**W**R. ROTHACKER, after fifteen years of being his own boss—and during that period building up a large and important business, now hangs his hat in the F. P. L. offices on Fifth Avenue. His title is Assistant General Manager of Production. That, however, we construe as merely a title. He will undoubtedly do important work, whatever it will later on appear to be, and he will do it in his quick, intelligent and forceful way. He is enthusiastic about his new affiliation, and production is the gainer for having enlisted so able an executive.



**B**USINESS showed a little tendency to soften in spots along Broadway this week in the face of unseasonable warm weather. Grosses for the week, therefore, depend a great deal upon conditions from the middle of the week (when this is being written) until Saturday.

The Capitol Theatre last week came very close to the \$70,000 forecast for it on "The Four Horsemen," the announced total being \$68,738.15. Business eased up this week, partly because of the repeated bill and also the warm weather. If conditions are favorable the balance of the week, a gross of from \$40,000 to \$45,000 is likely—making a nice total for the fortnight. "The Temptress" comes to this house next week.

"It Must Be Love" at the Rivoli (the first Colleen Moore picture to play in one of the Famous Broadway houses) opened with a smash. Business continued lively the first part of the week, and a good figure for the week may be expected—perhaps over the \$30,000 mark.

Business continued good on "Tin Gods" at the Rialto in the third and last week of the run. A heavy campaign is being put behind "Kid Boots," which opens Saturday night, which naturally detracts somewhat from the current attraction. The reliable dopesters have it that Eddie Cantor and "Kid Boots" will clean up. The picture is said to be such that it will stand comparison with a Lloyd or a Chaplin favorably, and with Eddie Cantor appearing in person throughout the Rialto run, (he played 65 weeks on Broadway in "Kid Boots" with balcony seats at \$3.85), the engagement should be good for 15 or 20 weeks. That, at least, is the best of advance information.

**R**ECEIPTS at the Mark Strand took a strong upward turn this week with "Paradise," after a disappointing two weeks with "Sparrows." The Ray Rockett opus opened with a bang on Sunday, and continued to stand them up during the early part of the week. It is not unlikely that business will go over the \$40,000 mark, if the picture holds up as it is going when this is written.

The Colony is being prepared for the Vitaphone opening on Thursday night of "The Better 'Ole." This is figured as a strong box office contender, not only because of the Bairnsfather story and Syd Chaplin, but because the Vitaphone program will include Al Jolson, George Jessel, the Howards, Elsie Janis and Reinald Werrenrath, which should draw a large clientele quite distinct from that which is going to hear and see the Metropolitan stars at the Warner with "Don Juan." The latter, incidentally, continues to do capacity.

The Colony sprang a surprise last week with "Kosher Kitty Kelly," business picking up enormously during the week. As a result, the gross went way over the \$20,000 forecast for it the middle of the week—

something else for Film Booking Offices to be proud of.

The roadshow pictures continue to pull them in, "Beau Geste" leading in public favor, "Big Parade" at standing room also, "Ben Hur" holding its own strongly, and "Scarlet Letter" showing slight signs of dropping off but with a considerable distance to go before it leaves the money-earning class.

**A**T a preview the other evening at the Lexington Opera House in New York, we had an opportunity of seeing for the first time the initial effort in America of Lothar Mendes, the German director under contract to Robert Kane—"The Prince of Tempters." We were particularly interested in this, since those who had seen the rushes during production were lavish in their enthusiasm.

A little work still remains to be done on the film, and it is not yet ready to be reviewed, but it is not too much to say that "The Prince of Tempters" represents a genuine and unquestioned triumph for Mendes. He has given the picture a vitality, a punch, not to have been expected from the story.

Mendes presents an interesting case. He came to this country without any of the advance prestige which preceded Lubitsch and Murnau, and started under a heavy handicap. There are plenty of men to acclaim a new director, or a foreign one, after he demonstrates what he can do—but it is typical of motion picture executives that while they want new talent, new faces and new ideas, they prefer to have someone else take the chance first. Then they rush in with contracts.

Robert Kane, however, is nothing if not courageous, and he gave Mendes the opportunity he desired. Mendes started work, and his forceful, decisive personality, his definite knowledge of what he wanted and how to get it, his unwavering self-confidence, quickly won him the support of those around him. Any outsider coming into a studio organization has a difficult problem to solve in becoming "one of the gang," but Mendes gained the vitally necessary moral support of his staff in short order.

It is typical of Kane that he is interested only in results, and when he began to see the daily rushes on "The Prince of Tempters," he quickly altered his plans for the picture. Knowing that he had a directorial "find" on his hands, he gave Mendes carte blanche to make the picture a special.

The result more than justifies his decision. Ben Lyon, regarded as a most capable actor in light comedy and farce, does work of which he may well be proud. Lya de Putti has never been seen to better advantage, and Sam Hardy does a bit of character work that is a gem. Other members of the cast, Ian Keith, Mary Brian, Judith Vocelli, contribute some of their most brilliant screen work.

Having predicted, some months ago, that Mendes would make his mark here, we are happy to state that we have no reason to regret the prophecy.

An interesting group was present at the preview, including Kane, Mendes, Samuel Spring, A. W. Smith, Jr., Ned E. Depinet, Ned Marin, Jules Levey, Sam Katz, Mal St. Clair, Ben Lyon, Ian Keith, and practically all of the metropolitan film critics.

**S**AM E. RORK is wearing a happy smile these days as the results of opinions on his latest picture, which he has brought to New York with him. Although a title change was announced earlier in the week, "The Blonde Saint" will be retained as the release title—an extremely wise move, it seems to us, in view of the evident popularity of "blonde" topics this season.

**W**HAT makes good pictures? This query was submitted recently to directors, scenario writers, actors, cameramen and others connected with the Paramount production department and the resulting symposium yielded much thought provoking comment for serious students of the cinema. The statements appear in "Greater Paramount Pictures," published by the workers of the Hollywood and Astoria studios.

Erich von Stroheim, who made "Greed" and "The Merry Widow" and who has just completed a spectacular production for Paramount, "The Wedding March," gave the following detailed opinion of what makes a good photoplay:

"A good motion picture story must appeal alike to men, women, children.

"There are many good stories which are unsuitable because they reach a limited class. The story must strike the taste of the millions. Even then it is useless without the co-operation of a cameraman who is the last word as an artist, and a scenario writer who is not only a skilled dramatist, but a finished technician—one who can get over to the public not only sensational acting, but emotion and thoughts in symbolism, not only for the educated but for those of lesser intelligence, and the nonpossessing class—in other words a dramatist who understands that the camera must appear to have eyes, like the unseen spectator following the scene.

"A great motion picture story cannot respond to fixed means of that producer who labors under the delusion that the public has fixed likes and dislikes. In my humble opinion many pictures with the so-called bad endings have failed because they were bad pictures, or bad stories, or had had direction.

"The motion picture story must avoid monotony in story, action, settings and costumes; in fact it must be an attractive potpourri with changes at appropriate moments from the sombre to the light. Just when the tears well up there must be a laugh ready of just the right intensity.

"The cutting must be done by an artist. It must be titled in the way people usually speak to each other.

"The music is of overwhelming importance and should be specially scored and synchronized by real musicians. Half the time the music for a picture is arranged by the orchestra leader who digs down under the chair and picks out a few pieces during the lunch hour."





Chancellor Dr. Stresemann of Germany and Ambassador Jacob Gould Schurman at the continental premiere of "Ben Hur" (M-G-M) at the Pavillon, Berlin

# PICTURES AND PEOPLE

## MY TRIP TO THE U. S.

By Emil Jannings

(Exclusive to M. P. News)

I AM pleased at the opportunity of a big trade paper of the big American film trade opening its columns to me on the eve of my departure for my first trip to the U. S. I have been looking forward to this trip for many years, but somehow or other it never "came off." In future, however, I am going to spend half of each year in America in order to fulfill my Paramount contract. In the other half of the year I am going to work in German productions which, thanks to the recent agreement between Ufa, Paramount, and Metro-Goldwyn-Mayer, will get an American release just as well as a German one.

This is my first trip to America, although it is my second crossing of the Atlantic. The first time, being a born New Yorker, I came from your side of the big pond. This, however, was at so infantile an age that I do not harbor the slightest recollections of the event. I was only six months of age, when my parents moved over to Europe, spending the first few years in Switzerland and then going to Germany, where I was brought up and started my career as an actor; at first on the stage, later on in front of the camera.

It would take far too much of your space if I were to give you a detailed account of my life story which was a rather adventurous one. So I'll just briefly mention that, as a boy of 17, I ran away from school in order to become a sailor, an effort which gave me the first big disappointment of my life.

After a few weeks of hardships which I had never thought to be connected with the "Romance of the Sea" I ruefully returned home, and a few months later I went in for acting.



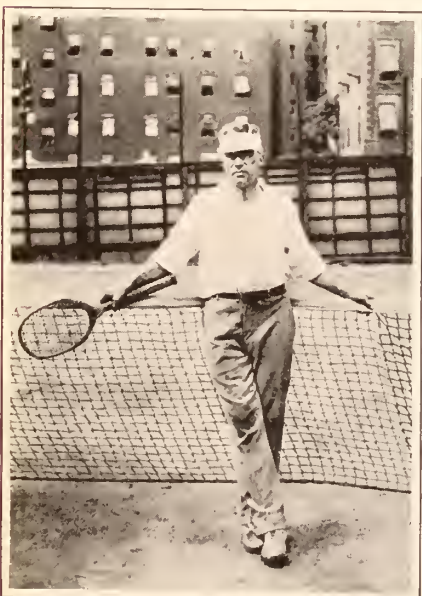
Emil Jannings, who sails for America on October 8, to take up his Paramount contract, autographs a photo to MOTION PICTURE NEWS, to which he contributes an article this week



Emory Johnson, director, who is reported to have come through strongly on "The Fourth Commandment," his first special for Universal Pictures Corp.



Harry Beaumont, Fox Films director, who has recently returned from England where he filmed exterior scenes for "One Increasing Purpose" in interesting spots



Merle Johnson, of Pathe, who won the open singles tournament in the Motion Picture Tennis matches, playing brilliant tennis throughout the season



When Al Christie (right), comedy and feature producer, sailed for Europe on the La France recently, he was bid bon voyage by Carroll Troubridge, general representative for the Christies



Dietz and Beecher, of Metro-Goldwyn-Mayer, winners of the Grantland Rice Sport-light trophy in the round-robin singles and doubles tournament of the film industry





Stage and concert stars who make their bow as Vitaphone artists this week in connection with the opening of "The Better 'Ole" (Warner Bros.) at the B. S. Moss Colony Theatre, New York City, on October 7th; left to right: Reinold Werrenroth, George Jessel, Willie and Eugene Howard, Elsie Janis and Al Jolson

For many years I toured the whole country, playing on the very smallest of small "Penny Gaffs," years which may have meant a hard, but naturally, a very good lesson for a young actor.

Later on I was "discovered" and got a job with Professor Reinhardt's theatres and then my career was "made easy," and very soon I started work in films. I distinctly remember that, when I first viewed myself on the screen, my performance made such a terrible impression on me that I ran out of the projection room, swearing that I'd cut out the whole thing for good, and it took a lot of persuasion to restore my self-confidence.

A short time later I got in touch with Lubitsch and had my first really big chance in "Passion." As regards the rest of my film career I think this is known and I needn't mention anything about it.

As regards my forthcoming trip to America—I am leaving on the 8th of October—I have mentioned at the beginning already how much I am looking forward to America. I have heard, seen, and read such a lot already about American film land, and I have got so many good friends over there that I don't think I should be afraid of feeling strange and, maybe, homesick. Although I will never deny the fact that I love the country where I have been brought up, educated, and lived all my life.

I do hope that American film technique and the personal connection with those who have done such a lot towards improving the standard of films in general—that all this will give me an opportunity to increase my experience and widen my horizon—in short, to learn. That's what I am after and that's why I am all the more looking forward to my work in an American film studio.

## FOX NUPTIALS

**M**EMBERS of the Fox Film home office force have been kept busy lately with congratulations, dinners and what not, attendant upon the marriages of two of the most popular members of the organization. Clayton P. Sheehan, manager of the Fox foreign department, was married on September 30 to Miss Mildred Doyle, of Buffalo, in that city. Then, on October 5, Daniel M. Doherty, the Titian-haired member of the Fox publicity department, and Miss Helene Williams, of Brooklyn, were married at St. Rose of Lima Church, Brooklyn.

## OFF TO HOLLYWOOD

**P**AULA GOULD, one of our best and most popular feminine publicists, left on Sunday for a month's vacation in Hollywood, having obtained a leave of absence from the Warner Bros. publicity department. In addition to a strenuous year in publicity work she has been unusually successful recently in the disposal of a number of short stories—and hence the well-earned rest.

## ROWLAND SAILS

**B**OUND on a five-weeks' business and pleasure trip, Richard A. Rowland has sailed for Europe. Among those who went down to the pier to see him off were Colleen Moore, John McCormick, Robert Kane, Sam E. Rork, Lothar Mendes, Ray Rockett, Al Santell and Samuel Spring.

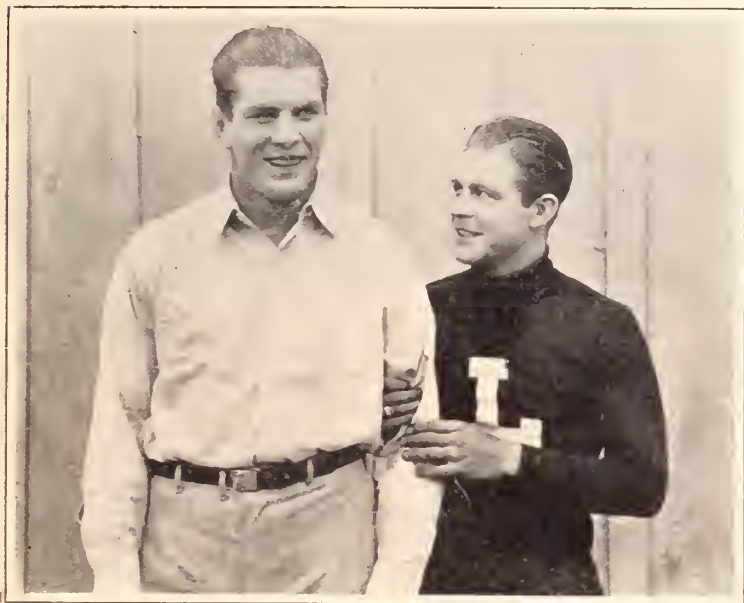


The inevitable flashlight of the remarkable luncheon tendered to Fred Thomson by Film Booking Offices at the Hotel Astor on October 1, attended by Thomson, Gene Tunney, Will Hays, Joseph P. Kennedy, president of F. B. O., other executives of the company and the leading writers on the trade, fan and daily papers



## LADY HAMILTON

**T**HERE must be something in a name even if many people do not agree with the dictum of John Shakespeare's boy Will, on that score. Today Hamilton is acknowledged to be the first and greatest (with apologies to the venerable Dexter Fellowes) of a long line of brilliant publicity-seekers—and finders—for the circus. Lady Hamilton unintentionally gave to Lord Nelson and herself a modest amount of fame even if there is no twin statue of her in Trafalgar Square in London, alongside of the tall, granite shaft with the lions at its base to the famous admiral. This member of the famous Hamilton family,



Gene Tunney, new heavyweight champion, with Lewis Sargent, star of the Fistic Culture comedies, a series being distributed by Bray Studios. Tunney visited the studios during the filming of one of the comedies through his interest in things pertaining to the squared circle

with innumerable Episcopal bishops for generations to its credit, hails from Quebec. Her new mission in life is to get publicity for Bray Pictures in newspapers and magazines with the credit for same to Christine Hamilton. As a somewhat well-known night club hostess of New York, Texas Guinan, would say, "Give the little lady a hand."

## A DIRECTOR'S DRAMA

**E**VERYBODY we know has recently written a play. Several of them bid fair to be sold. A few of them have been sold. . . . All of which leads up to the fact that Denison Clift, one of the De Mille directors and writers, has spent the past six weeks in New York working with Al Woods on the production of "The Woman Disputed," which opened at the Forrest Theatre, September 28, amidst critical acclaim and every indication of a run. Clift is returning to Hollywood this week to resume directing and to write a play of Washington diplomatic life. Incidentally, an old picture favorite, Crane Wilbur, is in the cast of "The Woman Disputed."

## \*“MICHAEL STROGOFF”

**U**NIVERSAL'S French production, "Michael Strogoff," received the only merit asterisk to be handed out by the National Board of Review this week. Reports we have heard from those few persons who have seen it in the projection room report that this is one of the best pictures, for action and color, ever to come out of Europe.

## THESE PARIS LOCATIONS

**W**HEN the *Aquitania* sailed on Wednesday of this week her passenger list included Frank Borzage, bound for Paris to make exteriors for the Fox version of "Seventh Heaven" and Lew Borzage, his brother and assistant. Ernest Palmer, chief cameraman, preceded them to Paris.

## A NATURAL DOUBT

**J**OSEPH P. KENNEDY, President of F.B.O., tells an amusing story on himself in connection with his recent trip abroad. In Paris,



E. H. Allen, general manager of the Educational studios, Los Angeles, with Arthur Maude, director, and Eugene H. Roth, producer, of Romance Productions in color, based on famous paintings, released through Educational Exchanges

Kennedy called upon the editor of a French film journal, and after discussing international conditions the editor asked him for a photograph to accompany the article which he intended to write. The F.B.O. chief apologized for the fact that he had none with him.

"But can you not send to your hotel and direct your press agent to bring me your photograph?" the editor inquired.

Kennedy was obliged to confess that he had no press agent with him, either. The French editor looked at him very suspiciously, and then, in an altogether serious manner, asked:

"Monsieur Kennedy—are you really in the motion picture business?"

## HEADIN' HOME

**P**AT DOWLING, Christie sales and publicity chief, has left Chicago in the Citroen "Christie Comedy Doodle Bug," and is heading westward toward the great open, etc., expecting, or hoping, to reach San Francisco the last week of this month.



Gene Tunney, new world's champion heavyweight and Patheserial star, is heartily congratulated on his victory by Elmer R. Pearson, vice-president and general manager of Pathe Exchange, Inc.



## WINGED WARFARE

**I**T is safe to say that no mimic warfare has ever been staged on a scale which will be carried out in 'Wings,' says Lucien Hubbard, who is now at San Antonio, Tex., where preparations are being made for production of this big Paramount special.

"Eighteen miles from San Antonio, at Camp Stanley, an army maneuver ground, trenches are being laid out, and a war area constructed that will carry as far as the eye can see. About 7 o'clock



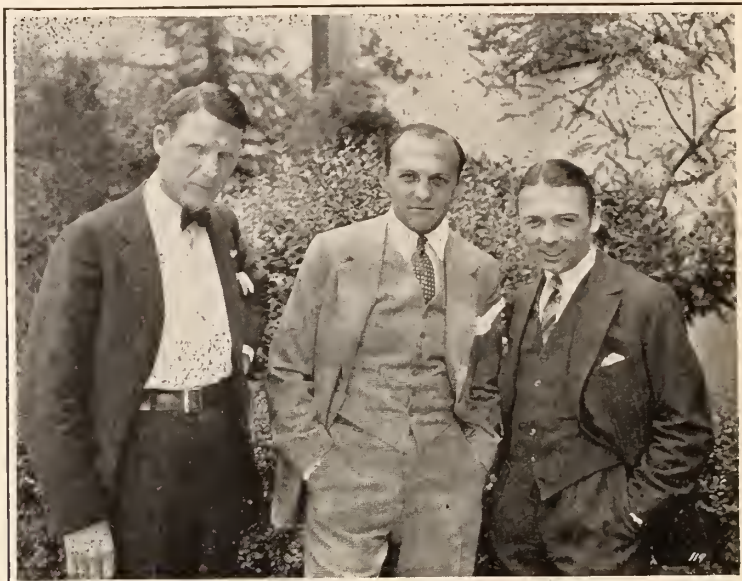
Members of the Famous Rough Riders with Frank Hopper, who plays Roosevelt in Paramount's "The Rough Riders"; left to right—Thomas P. Ledwidge; Frank McDonald; Hopper; David Hughes; and David Warford

each morning the entire city of San Antonio is shaken by the first blast of explosives set off to dig out the monster shell holes which are necessary to give an appearance of 'No Man's Land.' Throughout the day, at intervals, other such blasts occur.

"This is only a part of the tremendous amount of preparation necessary. A small army of laborers, under the charge of a war staff of army officers drawn from all branches of the service, are constructing a series of trenches which begin at the American reserve line before St. Mihiel, carry on past the American advance trenches, across 'No Man's Land,' through the German advance and reserve trenches and over the ridge of a hill to a fortified hill position, similar to that occu-



Major Edward Bowes, managing director of the Capitol Theatre, and members of the Capitol Family at the Third Annual Radio banquet which was broadcast through forty-two stations; left to right, seated—Caroline Andrews, Major Bowes, Celia Turrill; standing—Martha Wilchinski, C. Barelay, Dr. Billy Axt, Sigurd Nilssen, Waldo Mayo and Yasha Bunchuk



The Columbia Pictures triumvirate who have just completed the filming of "When the Wife's Away." Left to right they are Frank R. Strayer, director; Harry Cohen, vice-president of Columbia, and George K. Arthur, star of the production

ried by the German high command in this salient for year after year until the place was captured by the Americans and the French. Here a series of luxurious dugouts, such as the German officers occupied, will be constructed, and the capture of this by the Americans will be the culmination of the battle which is to be the climax of 'Wings.'

"Being a picture of the air, it was necessary in 'Wings' to perfect this battle terrain in a degree that would not be necessary if the action was shot from the ground. But 'Wings' will give an aviator's view of warfare, and as the camera will be skimming along through smoke and bursting shells at an elevation of 100 feet or less above the ground, and moving at the rate of two miles a minute, the amount of territory covered in each shot will be unprecedented."



Raymond Hatton, as "Sport" Wood, and Wallace Beery, as "Knockout" Hansen, in Paramount's "You're In the Navy Now," look over one of the "Join the Navy and See the World" pamphlets

## "GLORY" CAST PROSPERS

**M**EMBERS of the "What Price Glory" company have been doing well since the completion of that picture at the Fox Film Studio. Edmund Lowe is in "One Increasing Purpose," Victor McLaglen and Ted McNamara in "The Story of Mother Machree," Dolores Del Rio has been played in "Upstream" and "My Wife's Honor," and will do "Carmen"; Sammy Cohen will be in "The Auctioneer"; Barry Norton is playing in "The Lily" and "The Canyon of Light," and Leslie Fenton has an excellent role in "Going Crooked."





Four of the nearly two thousand entries in the Funny Girl contest conducted by Educational and Film Fun magazine, which ended on September 1. The winner will appear with Billy Dooley in one of his Educational comedies. Photos were received from all parts of the country. Left to right: Lelabelle Kinney, Snyder, Okla.; Gladys Frazier, Birmingham; Billy Dooley; Gladys Harvey, Los Angeles; Imogene Simmons, Little Rock, Ark.

### SEDGWICK SHOOTS THE SERIES

**S**TEEPED in the atmosphere of big league baseball—a natural consequence of intimate association with the Yankees when they played through the final series with the White Sox and the St. Louis Browns—Edward Sedgwick and his unit, producing “Slide Kelly, Slide” for Metro-Goldwyn-Mayer, arrived in New York last week to make scenes at the Yankee Stadium during practice for the World Series and the games in which the Cardinals and the Yanks played in Gotham to decide the right to the title “world’s champions.” Sedgwick and his unit, with William Haines as the leading actor of the troupe, joined the Yanks in Chicago.

As author and director of “Slide Kelly, Slide,” Sedgwick draws upon a thorough knowledge of the National Pastime. He played with the Texas University team and later took a flyer at pro baseball. But that he soon deserted for the theatre, to which he devoted his talents until he guessed—and how—that the pictures were “the works.” His start in the films—he recalled to a reporter for this journal in a bright and early interview at the Algonquin—was made in Houston, where he, King Vidor and Ralph Spence formed a film company, the result of which enterprise was a feature which still awaits a release date. Then the Coast for Sedgwick and later, King Vidor and still later, Spence. The varying and varied roads of all three took each through a period of hard work and now the trails converge—at the Metro-Goldwyn-Mayer plant and top-of-the-class positions in their particular fields of artistic endeavor.

### DUKE TO TRY IT AGAIN

**D**UKE KAHANAMOKU, three times Olympic champion swimmer, who lost his crown to Johnny Weissmuller at the last meet, will attempt to swim from the West Coast to Catalina as a part of his training to try to recapture his title. He will not compete for the Wrigley prize of \$25,000, however, as this would impair his amateur status. He says that the greatest difficulty is not the distance but the constantly varying temperature of the water.

Just at present the famous swimmer is appearing in Pathe’s “The House Without a Key,” much of which is being made around the Catalina waters.

### A BUSY BANKER

**A**LTHOUGH “banker’s hours” is a phrase commonly used to denote ease and idleness, there is a banker in the motion picture industry who sort of upsets this tradition—Joseph P. Kennedy, President of F.B.O. He put over an important distribution deal in England recently, returned to New York for a few days, dashed off to Boston to see his family, and on Sunday is scheduled to leave for Hollywood to take personal charge of the production situation.

### TUNNEY SERIAL ENDORSED

**G**ENE TUNNEY’S Pathe serial, “The Fighting Marine,” was recently accorded high praise by a committee representing the California Federation of Women’s Clubs. The fact that the story lacks exaggerated characters and preposterous chapter endings, and is really clean, was particularly commented upon.

### EARLE ABOUT AGAIN

**R**ALPH EARLE, the plucky Pathe News cameraman whose Miami hurricane exploits were recounted by Paul Thompson in a recent issue of THE NEWS, was released from Murray Hill Hospital, New York City, on Friday of last week, fully recovered from the effects of his difficult feat.

### SEADLER BATS FOR DIETZ

**H**OWARD DIETZ, director of advertising and publicity for M.-G.-M., sailed for Europe last Saturday on the Paris. During his six weeks’ absence, Silas F. Seadler, advertising manager, is in charge.



William Haines, Metro-Goldwyn-Mayer player, is photographed with Babe Ruth at the Yankee Stadium in New York, where scenes were taken during the World’s series games for the forthcoming M-G-M picture, “Slide, Kelly, Slide”



## RE-VIEWS

**T**WO pictures which have already been reviewed in *THE MOTION PICTURE NEWS* were unreel'd this week for the benefit of New York picture-goers. The first of these, "The Four Horsemen of the Apocalypse," based on Vicente Blasco Ibanez's first popularly-known and probably most widely-read novel with the World War as its background, was re-issued after all these years. The second, seen in a projection room and reviewed by this magazine last July, "The Marriage Clause," was given to the theatre-going public for the first time at the Hippodrome. Both plays more than justify themselves.

The Ibanez play, which made its success originally because of Rex Ingram's direction, the popularity of the novel, and the casting of the piece, now makes its appeal presumably on the fact that it was the piece which first gave Vanentino his recognition as a screen actor. It does not need that fact to justify its re-appearance. It has aged less than the great majority of pieces of the kind and might have been written and produced this year of 1926 as far as effectiveness and appeal are concerned. It shows its age very slightly. It recalls and amazingly recreates the war feelings of 1914-19. Aside from the natural interest in the astonishingly young appearing tangoing Valentino and Alice Terry, to both of whom it meant fame, it is amazing the number of names since become important listed in the long list of characters. Some of them in quite minor seemingly-unimportant roles. They number among others Joseph Swickard, Alan Hale, John Sainopolis, Jean Hersholt, Wallace Beery, "Bull" Montana, and Arthur Hoyt.

"The Marriage Clause," reviewed by Laurence Reid in the July 3, issue, is an outstanding Universal picture. It reflects the greatest credit on Lois Weber for her direction and also for her scenario version of Dana Burnett's *Saturday Evening Post* story. Compelling, hardly ever flagging in interest with an excellent suggestion of thought-transference, it is even more important because it proves that Billie Dove is an actress and not what she has principally been regarded up to now, a manequin. She displays ability and depths that any of her sisters of the screen might well envy. Because of that, and Miss Weber's direction, it is a picture which will go far to enhance the reputation of star, director and company.

## FRENCH AUTHOR HERE

**L**UCIEN LE MAIN, French author, playwright and journalist, and once a student at various American universities, has arrived in this country as correspondent of a leading French paper—an event which is likely to be reflected in our screen fare of the coming season. Le Main, who is the author of several successful plays and a new musical comedy, "Marianna," was one of the first French writers to turn attention seriously to the screen, 15 of his stories having been filmed in France, three of them under his own direction. Now, in association with Miss Viola Foster, his New York personal representative, he will seek to duplicate this success on the American screen.

## PRAISE FROM "SIR HUBERT" BROWN

**D**EVOTING two of his daily columns "It Seems to Me" in the New York *World* to answering questionnaires in regard to the possible decadence of these United States, Heywood Brown, the omniscient Harvard graduate conductor, pays this tribute to moving pictures: "And now there comes the motion picture, growing fast and showing upon occasion such extraordinary improvement that I don't see how anybody can longer question the fact that this field of expression is also potentially among the art forms. Possibly America's ultimate major contribution to world culture will be some marvelous movie."

## TILLIE'S IN TOWN

**M**ARION DAVIES arrived in New York from Hollywood this week to purchase a wardrobe for "Tillie, the Toiler," based on Russ Westover's comic strip, which she will start immediately upon her return to the West Coast.

## OFF FOR STORIES

**J.** C. DE TABIBE, authors' representative associated with Miss Viola Foster in New York, sailed for Europe on October 2 on his annual trip in search of screen stories. He carries abroad with him a number of contracts for European authors whom he represents to write original screen stories for American companies, and will

bring back a variety of other material representing the new output of his group of writers.

Mr. de Tabibe sees a strong future for European stories on the screen, since their originality and subtlety makes them refreshing and popular. While abroad he will visit Spain, France, Germany and Italy.

## TEXAS MOVIE MAD

**W**ITH both "Wings" and "The Rough Riders" being filmed in Texas, citizens of that extensive State have been having more than their share of excitement lately. Clara Bow was fairly mobbed by a thousand students of Texas State University when she visited the campus lately, and early in the same week she addressed the members of the State Senate and House on the subject of aviation. Distinguished visitors to the "Rough Riders" unit, near San Antonio, have included Dan Moody, Democratic nominee for governor, and Mrs. Moody.

## AT FIRST NATIONAL

**R**OBERT KYLE, formerly with the First National exploitation forces, has joined the scenario department as a literary and dramatic scout under the supervision of Mrs. Florence Strauss. Morton Blumenstock, for four years a member of the First National advertising and publicity department, will go to the West Coast with John McCormick to enter the titling department, in recognition of the work he has done in aiding in the titling of "Subway Sadie," "Paradise" and "Not Herbert," under the pen name of Morton Barnard.

## MUSICAL WASHINGTON

**M**AURICE T. ANDREWS, formerly on the reviewing staff of *MOTION PICTURE NEWS*, is the New York representative of *Musical Washington*, an interesting new weekly publication, the first issue of which is now off the press. It deals capably with musical activities and the allied arts, and seeks to promote Washington as the cultural centre of the United States. Andrews is represented by picture and theatrical reviews, as well as several interesting articles.

## LAUPHEIMER VERKUENDIGER

**A**N interesting feature of Carl Laemmle's stay in Laupheim, his native city in Germany, was an English-German edition of the local paper commemorating his recovery, copies of which have just been received here. The issue is printed in both English and German, and contains a multitude of tributes which should be heartily gratifying to the Universal chief.

## GRIMM WITH FOX

**B**EN GRIMM, well-known trade paper and publicity man, has joined Fox Films to make the Picture Play Story Strips, running serially in newspapers. Leonard Mitchill, who has been creating these, has been appointed by the U. S. Steamship Lines to act as personal and press representative for Queen Marie of Roumania during her tour of this country.

## REAL PRESS AGENCY

**T**WO genuine publicity scoops have been put across recently by First National, well out of the beaten track and of great value. Constance Talmadge covered the Dempsey-Tunney fight for the United Press, the story going over the wire to about 800 papers. This was then followed up by Colleen Moore, who covered the first two games of the world's series for the same service.

## NEW BRITISH CONCERN

**C**LAUDE W. SOMAN, formerly associated with the United International Corporation, Ltd., has severed his connection with that firm and formed Film Exploitations, Ltd., in London. The company will deal, primarily, with the importation into England of productions, and is also figuring in production. It is soundly financed and should become an important factor in the field.

## COAST REPRESENTATIVE

**H**ELEN HANCOCK MASON, popular and well known in Hollywood, has been chosen by Miss Viola Foster, New York authors' representative, to represent her on the West Coast. She left for California this week with advance copies of the newest novels, to be submitted to Coast producers.



# Athlete, Cleric, Stunt Man, Star

## Remarkable Career and Personality of Fred Thomson Brought Out in Interview, Revealing Unusual Ideals and Background

By Paul Thompson

**A**N ordained minister of the gospel crossing the continent from Los Angeles to Philadelphia, three thousand and some miles to see, not to oppose and attempt to stop, a prize fight for the heavy-weight championship of the world! A bit unusual, the reader will concede, yet that is what Fred Thomson, unquestionably one of the best known men in the moving picture world, did. But to anyone who knows it is not at all unusual but characteristic of the man. His friend, Gene Tunney, was fighting Jack Dempsey for the title and being interested not only in his wartime buddy but also in the so-called manly art of self-defense, or, possibly more truthfully, to quote that famous sporting editor, Bill McGeehan, "the art of modified murder," there was nothing else he could do but make the trans-continental pilgrimage to the City of Brotherly Love.

To the countless thousands who know Fred Thomson on the screen, and they are countless, because they embrace not only the younger generation of the country en masse but those older children, their fathers and uncles and grandfathers, it may come as a shock to learn, not that he is interested in prize-fighting but that he is entitled to wear a clerical collar and quote scriptures from in or out of the pulpit. And to how many of his followers and admirers is it known that he is one of the greatest athletes of the last two decades? But he is all these things and for several years his name was on the lips of anyone



Fred Thomson, F. B. O. star, with Gene Tunney

who pretended to have even a superficial knowledge of the track and field stars of these United States. He held the amateur records for the sixteen-pound shot-put and for the 120 high hurdles and the 220 low hurdles. As though this were not enough glory for one man, he was the all-around American amateur athletic champion for one year and a member of the American Olympic team at Antwerp in 1922. It is of such material that your favorite "western" actor is made. And that, gentle readers, is only part of the story.

If you insist upon more melodrama in the story of Fred Thomson than the following paragraphs provide ponder on this: A Princeton man managed by a Harvard graduate being interviewed by a man who graduated from Yale; certainly an unusual trinity. In the case of the two first named Fred Thomson and Joseph P. Kennedy, the latter played baseball on the Crimson varsity team back in 1911-12 and after an apprenticeship in banking now controls the destinies of the Film Booking Office Corporation. It is a striking illustration, all too seldom offered, of how some men can triumph over the handicap of being university graduates. But that, as the recently become acidulous Mr. Kipling would say, "is another story."

### A Remarkable Personality

Possibly it will be better to tell the Thomson story chronologically, although it really starts with the luncheon which was given in his honor on the second Friday after the battle of the Sesquicentennial at Philadelphia. It was opportune for the star was in the east and that seldom happens. As "an added attraction," to quote the phraseology of Walter Kingsley of the Keith-Albee forces, the newly-crowned heavyweight champion was a sort of co-star with the hard-riding Princeton Tech-

nological Seminary graduate. Present also were General Will Hays, the host, Joseph P. Kennedy, and lesser luminaries. It was in the Hotel Astor ballroom where the luncheon was held that the present writer gained some slight inkling of the interesting background of the guest of honor. Hence the determination, if it were humanly possible, to get the story before a six o'clock train that evening carried the subject back to the coast and his resumption of picture-making. It was twenty minutes to six when more or less tactfully I gave an imitation of the Arabs and folded my tent and stole away from the Algonquin. Thomson and his aide-de-camp were still struggling with leather straps around the suit cases.

Love for horses and for the type of life his pictures so consistently represent dates back to his youth. There must have been some predestination that later in life he would capitalize this love and knowledge. In Pasadena, where the Thomson family lived, he was, as a youngster, practically in the saddle all the time when he was not in school. Camping out in nearby deserts and woods he early in life became inculcated with the spirit of the outdoors. Even when he went to high school and after that to Occidental College in Los Angeles vacations were spent preparing unconsciously for what was years afterward to be his life work.

In preparatory school and in college athletics claimed him as it naturally would, the physical and mental type that he is. In football he excelled and played a game at Occidental that, had he been in the east under observation, would have won him all-America honors. His interest in the gridiron was greater than in track and field sports although it was in the latter that he was to become famous.

When Fred Thomson came east to enter the Princeton Theological Seminary, because he had decided that he would enter the ministry, his football playing was of little value to the university or to himself. The fact that he had played on the coast and that he was a graduate student at Princeton made his participation in the

### Fox Holds Option On Phonofilms

**A**N option on Phonofilm is held by the Fox Film Corporation, it was learned this week from an authentic source. The option has only a few days to run.

If the deal goes through, Phonofilm would be developed under the jurisdiction of the inventor, Dr. Lee DeForest, at whose disposal would be placed the added facilities of the Fox company. Further experiments would be carried on at the DeForest studios in New York and at the Fox Eastern plant.

Reports have been in circulation for several weeks that a deal between Fox and Phonofilm was in progress, but these were not confirmed until this week.

### Detroit Sowing Ground for Theatres

**N**EW houses for the suburban districts of Detroit, Mich., are contemplated by Keith-Albee who are not alone in these projects as Kunsky-Balaban-Katz are also turning their attention to the conquest of the suburbs.

E. F. Albee recently paid a visit to the city of Detroit and vicinity and new houses are to be constructed in the near future, as might be indicated by the closing of a deal which gives Keith-Albee the house now under construction at Highland Park. An East End theatre is one of several planned.

Kunsky-Balaban-Katz are free to devote their time to the suburban field now that their new Michigan Theatre is fully launched and does not require their immediate care. They have a house under construction at Birmingham, sites obtained at Royal Oak and Redford. The Lincoln Square on Fort Street was also recently acquired by the firm that has purchased half interest in the Kramer, 5743 Michigan Avenue, and the Martha Washington, 10341 Joseph Campau Avenue. In addition, six neighborhood houses are planned, according to George W. Trendle, general manager of Kunsky-Balaban-Katz.



game as a representative of Old Nassau out of the question. What he could and did do was the organization and heading of a team of men ineligible, situated as he was, to play the varsity. They were called the "Yannigans" and numbered among the eleven players several all-American players and other stars. The sort of practice and opposition they afforded the Varsity may be gained from the fact that it was Captain Eddie Hart's 1911 team they were opposing. Between the Harvard and the Yale games the "Yannigans" scored a total of 18 points to nothing in one game, whereas Yale, Harvard and all the other teams on the schedule had not been able to cross the Orange and Black goal line the entire season. Seven of "Captain" Thomson's team were on the Princeton varsity the following fall. It showed that they could play football rather well in the west as in the east and at a period when such an idea was heretical.

### A Champion Athlete

It was, however, in the field and on the cinder path that fame was to come to the young athletic Lochinvar out of the west. He could not represent Princeton on the track team that carried the New Jersey colors at intercollegiate meets because of the same bar that operated against his playing football in an orange and black jersey. He could, however, compete in the amateur athletic championships of the country. This he did with such success that in 1910-11-12 he won consistently and in 1912 held the all-around championship of the United States. His records for the 16-pound shot of 45 feet and for the hur-

### May Eject Two Members of Philly Board

**D**ECLARING that exchangemen largely interested in the operation of picture theatres should not be in controlling positions on the Philadelphia Film Board of Trade, representatives of the national distributing companies are attempting to oust from office Oscar Neufeld and Ben Amsterdam. Through a secret ballot the offices were declared vacant and nominations made by those who led the movement against the exhibitor-exchangemen. The nominations follow: President, Bill Heenan, First National, and Oscar Neufeld, De Luxe; Vice-President, Percy R. Bloch; Treasurer, Ben Amsterdam, Masterpiece, and Miles Gibbons, Pathe. It is understood that Jack Greenberg will be re-appointed secretary of the Board regardless of the regime.

Neufeld and Amsterdam, the two men whom the representatives of the national distributing companies are attempting to oust from office, have been president and treasurer respectively of the Board for the last five years. Mr. Neufeld, in addition to being interested in the operation of the De Luxe and Independent exchanges, is also a half owner in a chain of eleven theatres operating in Pennsylvania and New Jersey. Mr. Amsterdam has a half interest in the Masterpiece exchange and is also a part owner of the Franklin Theatre Company, which recently acquired a long term lease of the theatres operated in the vicinity of Reading by Carr and Schad.

### Judge's Decision Affects North Dakota Theatres

**S**EVERAL theatres in North Dakota are affected by the decision of Judge C. W. Butts, Devils Lake, who held that the school board of Maxbass had no authority to rent a school regularly for motion pictures. On request of taxpayers for an injunction Judge Butts decided that the board might permit use of the school for temporary and non-exclusive purposes that had no aspect of commercialism.

Officials of the M. P. T. O. Kansas-Missouri are watching with interest the outcome of a recent purchase of motion picture equipment by the rural high schools of Sublette and Moscow, Kans. The exhibitor organization has no objection to motion pictures in schools as purely educational aid, but when the pictures are used as entertainment, as has been done in the past, it is there that the line is drawn.

dles of under 16 seconds stood for several years. Then in 1912 came his journey to Antwerp as a member of our Olympic team. More honors for the Princeton theologian. Incidentally he has a brother who he expects will carry on the Thomson athletic tradition.

Then came the work for which he had been ordained if not anointed, the preaching of the gospel. But here came the unrest and dissatisfaction with his theoretical life-work that was to bear fruit later on. He felt then that he did not fit in the church. His field for work was too large, too much outside church walls for him to do his best. Before he really had crystallized this self-analysis the war came and with it, in 1918, our entry into the world conflict. The football-playing minister was in Goldfield. He at once enlisted with the 143d Field Artillery division of California and went overseas.

This was the division of which Mary Pickford was the honorary colonel. Fred went as a chaplain. But what a chaplain! Knowing engineering, mathematics and the kindred and allied subjects, his was not merely a matter of ministering to the spiritual needs of his men. He could and did go up and down the lines of the various batteries and help the gunners get their correct range, showing them why mathematically and practically, and not merely theoretically, his suggestions were sound. If it were a question of part of the mechanism being deranged he fixed it, or showed how it should be fixed. He was an artilleryman as much as a minister, even if he was not always actually operating a gun. That is what a knowledge of logarithms and projection will do for a clergyman on the fighting line.

This is eloquent as showing the type of brain Thomson has. There are few subjects with which he is not conversant. His engineering skill is so great that he has perfected a two-cycle motor that may revolutionize the automobile industry. This was done while he was confined to a hospital bed through injuries received in his moving picture work. His is essentially an academic brain.

### With Tunney in A. E. F.

After the armistice the chaplain's task and that of others wearing the cloth became more difficult than ever. His and theirs,

the business of keeping up the morale of the men naturally impatient to return to the States and be mustered out. Football games, baseball, boxing and every other sort of sport that would divert them. Here, of course, he was at home and happy doing the thing he loved to do himself and consequently delighted to teach others. At the inter-allied games in Paris in April, 1919, he met Gene Tunney. This marked the start of the ascendancy of the marine's pugilistic star which reached its zenith at Philadelphia at the fight which the moving picture star crossed the continent to witness. It also marked the beginning of the friendship between the two champions, with many bonds other than the athletic one to hold them close to each other.

It is interesting to note here the effect of the work of men like Chaplain Thomson among the members of the A. E. F. in France. It put boxing, or prize fighting if you will, on a different, a higher plane. This because of the diversified character of the men making up our army abroad. Boxing bouts could be staged anywhere any time and needing little equipment gained a popularity that transcended that of other sports such as football and baseball, which could be played only at certain times. It leavened the army under Pershing so that at Philadelphia bankers as well as bankers' sons, brokers, school teachers, college professors and presidents, in short men from all walks of life, made up that mob of spectators in contradistinction to the usual aggregation of plug-uglies and corner loafers and the previously accepted partisans of boxing.

In Goldfield, where he heard the clarion call for service abroad in behalf of the world's democracy being made safe, Thomson was unconsciously carrying on his athletic tradition of Occidental and Princeton. Preaching at night, by day he was swinging a sledge-hammer and drilling. It meant not only earning a living to supplement the

### Canadian Organized Labor Opposed to Tax

**D**URING the week of September 27th, the Dominion Trades and Labor Congress dealt with motion picture questions at its annual convention in Montreal, Quebec. A resolution calling for the abolishment of the amusement tax in the various provinces on the ground that it had outlived its usefulness, was presented by the Ottawa Allied Trades and Labor Association. To this motion was added an amendment suggested by delegates from Quebec which read, "unless same is devoted to the maintenance of hospitals and charities." Though the proposed amendment developed opposition, the resolution, as amended, was carried and the Provincial Governments are now faced with the cry of Canadian organized labor to abolish the amusement tax.

The amusement tax system is already in vogue in Quebec, where it was abolished by the Quebec Provincial Government, only to be taken over by the municipalities for hospital and relief purposes. The convention unanimously approved of a resolution providing for legislation which "would control in greater degree the operation of moving picture machines, including the examination of operators of such machines." There was little discussion on this motion.



none too great financial rewards for preaching the gospel but, equally important, from the theologian's viewpoint, keeping physically fit. This he has done consistently ever since he was a kid. Not content with the hard-riding he does for his pictures he even has a wild bull on his ranch which he wrestles with because of the exercise this strenuous opponent invariably supplies.

For a matter of fact, the only vacation or surcease from work or exercise which he has had in twenty years, or rather his entire life, came from his enforced isolation in a hospital for six months. This was the result of a mixup of a stage coach and his horse in a picture. Two compound fractures and a broken leg would not be denied. Even in this period he was not mentally idle as the above mentioned two-cycle motor engine will bear out.

### *From Ministry to Movies*

His determination to leave the field of the ministry and enter the moving picture industry was characteristic of the man. He had become more and more conscious of the fact that he "did not fit" in the church. His opportunities were too limited. His audience was too small. For this reason, and knowing nothing of the game and honestly and sincerely because he felt it was his duty and not because of any financial lure, he determined on his course.

His first years were those of other novitiates. On his return from Europe in 1919 he made his moving picture debut. One of his earliest bits was with Mary Pickford in "The Love Light." Single reels and two-reelers followed. Joseph Brown was one of the men who helped to guide his footsteps and those of his horse in those early days. Association with Dustin and William Farnum and other equally well-known actors, almost always in typical western pictures, served as an additional apprenticeship for what was to come. The usual cheap serial came about this time—this one called "Evil's Talons"—the sort of serial that the star years afterward when he has arrived would give much to kill.

### *Kennedy and Thomson*

Through the F.B.O. Thomson met Joseph P. Kennedy, the Boston banker who had come into the picture business by way of Wall Street. Kennedy, a Boston man starting with nothing, who had made his way to the top of the financial ladder with

### **Permanent Theatre On First National Lot**

**W**ITH a view to production economy First National has erected a theatre on the studio grounds at Burbank which has been so constructed as to allow for changes in appearance in both the interior and exterior, the foundation and the outer shell only being permanent.

The building may easily be transformed into a modern type of theatre, a small town opera house, or music hall. It has already demonstrated its usefulness in one picture. Colleen Moore's "Twinkletoes." Its dimensions are: width, 60 feet; length, 105 feet and height inside in the clear, 40 feet.

## **Help Save One Man's Life!**

**A** PUBLICITY and advertising man is at Saranac Lake suffering with tuberculosis. Funds are urgently needed to help this man live.

Through the graciousness of Mr. Adolph Zukor who has donated the Criterion Theatre, the Association Motion Picture Advertisers announce

**A SPECIAL DE LUXE PERFORMANCE of that TRULY GREAT PICTURE  
"BEAU GESTE"**

At the Criterion Theatre, Broadway at 44th Street, New York City.

Saturday, October 16th, 1926, at 11.30 P.M. Dr. Hugo Riesenfeld will personally conduct the orchestra at this special performance.

In addition, there will be added features of great interest at this performance only.

Prices for this performance are: Orchestra \$5 and \$3. Entire Balcony \$2. Second Balcony \$1.

Here is an opportunity to enjoy yourself and help save a man's life. The added features—personal appearances of famous stars—will more than compensate you for the cost. Buy tickets for this special performance and urge your friends to do so.

Surely, this great industry will not fail to aid one of their own who is worthy and needy.

Address all requests for tickets with check to

**Jacques Kopfstein**

**Chairman, A.M.P.A. Special Committee**

**723 Seventh Ave., New York City**

**P.S.—We have purposely omitted mention of the invalid's name due to a desire not to cause any embarrassment to the man in the event that he is again physically capable of working.**

a reputed at least ten millions, had decided to do the unusual for a banker, got himself into the moving picture business. Having proved his gameness covering first base for Harvard baseball teams back in 1911-12, it was inevitable. His marriage to Rose Fitzgerald, the daughter of Boston's famous mayor and the minnesinger who, under the pseudonym of "Honey Fitz," made famous "Sweet Adeline" at baseball games and elsewhere, indirectly led to the film industry and to that particular company which handled the output of that famous Princeton athletic star, Fred Thomson. From the marriage came seven children and these, as soon as they were old enough to visit moving picture theatres, became, as all youngsters do, the most rabid and devout Fred Thomson fans. Once Joseph Kennedy was discovered by his offspring to be associated with the hard-riding hero of their film world they would not have permitted him to go back to the prosaic business of stocks and bonds. Kennedy's own meeting with the star and the fine friendship that immediately was born between men so much alike but confirmed his children's idea. He would carry on today for the sake of the Thomson pictures even if other products of the F.B.O. studios were not always as profitable as had been expected. That, then, is the bond between those two men, two of the best types in the

industry today, even if the domain of one is the business end and that of the other acting, directing and producing.

Incidentally, Kennedy's is the company that introduced "Red" Grange to the screen. I have a vague unsubstantiated suspicion that he will be the one to "do" Suzanne Lenglen, Vincent Richards, et al, and make F.B.O. known as "the athletes' screen company, unlimited."

This appeal of the Fred Thomson pictures to children is universal. Will Hays said the same thing about his and his brother's children. The star's own trip east to the Dempsey-Tunney fight proved this conclusively. At every stop which his train made there would be vast crowds waiting to see him and hear him speak and the juvenile element was the predominant one. It was as though a sort of Pied Piper of Film-land were making a pilgrimage across the country. Everywhere he was recognized and acclaimed by his youthful hero-worshippers. Curious in a way, because without make-up and a complete absence of the broad-brimmed hat, chaps, shirt, open at the throat, lariat, quirt, horse, etc., he seemingly was as well known to them and as recognizable as John Drew would be to an older generation of legitimate play-goers. There is no question of the hold Fred Thomson has on the youth of this country and of his appeal. And in that he is happy



aside from the monetary return his pictures represent. This is the realization of his ambition, the compelling motive that made him leave the ministry and go into pictures.

### A Practical Idealist

Possibly this ambition and the star's ideas are best expressed in an extremely sapient paraphrase which the once all-around champion made of a Gilbert K. Chesterton paradox, that master of such things. The brilliant Irishman said "The most dangerous heretic is the one who is nine-tenths orthodox." In other words one suffering from half-truths is worse off than one suffering from untruths because that fifty per cent. is damnably persuasive against the truth. So Thomson feels that "The most effective idealist is the man who is nine-tenths entertaining. You can preach the propaganda, if you wish to call it that, of clean living and other virtues by entertaining the congregation, which is what a moving picture audience really is. For people physically and mentally tired and eagerly seeking, whether they are conscious of it or not, a sort of unsensed idealism, you can best give them what they seek by entertaining and amusing them in the way in which I am trying to do.

"People resent propaganda, and I do not blame them, but you can teach a lesson without their being conscious that that is what you are doing. But that is like Christianity. It seems hard to put it into practice yet it isn't difficult at all. You live it, not preach it. As that famous Princeton man, Robert Speare, said to a caller: 'You are a very ordinary man; most

### Maryville, Mo., Sunday Shows Incur Outburst

**A**S a result of Sunday shows attempted two weeks ago at Maryville, Mo., a war is on between the Protestant ministers of the town and exhibitors with the ministers taking the aggressive against "the use of the Sabbath day for commercialized amusement."

C. E. Cook, business manager of the Missouri M. P. T. O., and his brother, Ray Cook, are among the exhibitors involved, the two being partners in Maryville. The former branded the outburst as "just another flareup." He further stated that "the majority of citizens in Maryville want Sunday shows. A victory for the ministers would have a bad effect upon other smaller towns which enjoy Sunday shows and we do not intend to allow any tyrannical imposition from the ministers."

For one week after the initial Sunday showing there was no talk of dissension. Then came the combined attack and fight on the part of the ministers which will split the town into two factions. The ministers adopted a resolution declaring that the outside attractions "of an appealing nature," such as motion picture shows "tend to destroy the Sabbath fellowship of the home and family life," and that "the Sabbath day should be safeguarded from the irroads of worldliness and that its sanctity should be zealously perpetuated and preserved."

There is no state law prohibiting Sunday shows or any other type of amusement in Missouri.

### Exhibitor Voluntarily Pays More for Film

**T**HAT an exhibitor actually voluntarily paid more than the contract price for a film feature because he liked it so much and had secured such good business with the picture has been reported by Maurice Davis, Montreal branch manager of Regal Films, Limited, Toronto. After playing "The Volga Boatman" at the Victoria Theatre, Quebec City, Quebec, A. Mirsau, proprietor of the theatre, sent a check for \$75 extra to the Montreal Regal office as an appreciation of the quality of "The Volga Boatman." In his letter, Mr. Mirsau declared that he made one mistake and that was his failure to raise admission prices for the feature.

of us are, but by extraordinary effort you can do some good thing.' His comment to the undergraduate applies to us all. What we all want to do is something for the youth of today and tomorrow and that to me is the finest idealism a man can have in this world."

You would expect from the Fred Thomson type of man that he would deprecate a certain kind of moving picture. He does. He absolutely is incensed when the subject of some foreign directors brought to this country is brought up. And the millions that they are entrusted with to spend on pictures with no moral purpose, so called soul-searching themes which are pornographic in intent if not in expression. One famous director, whom he dislikes above all others, he says, has had the spending of enough money on unworthy pictures of this kind to build and endow a university of the size and importance of Princeton.

The clergyman-actor's fans may be supposed to have some interest in his famous horse "Silver King." He told me he had spent five months in and around New York before he found the horse he wanted. This raw Irish equine companion in all his pictures is, of course, beyond jewels and rubies of great price. It is not only because of his intelligence and his training to be almost unbelievably human but the manner in which he photographs. Other colors would be muddy or colorless on the screen. And then, too the majestic sweep of that plumed white tail in action in the pictures! It cannot be duplicated. If it can and a successor or understudy can be found there is a twenty thousand dollar check for the person who brings Fred Thomson and the horse together.

It is consistent in view of his Theological Seminary birthright that I should quote: "For to them that hath shall be given." in this valedictory to Fred Thomson. It is not enough that while he has had only one picture on Broadway, to my inexpert knowledge, yet he is one of the biggest money makers in the business. He simply had to have a wife who could do her bit to eke out the family income. Her name is Frances Marion. She has a rather promising future. To date she has only written such pictures as "Stella Dallas," "Abraham Lincoln," "Humoresque," "Tolerable David," "Potash and Perlmutter," "A Thief in Paradise," "Secrets," and several of the earlier Mary Pickford successes such as "Rebecca of Sunnybrook Farm."

### Melville Brown Recovering From Auto Accident

Melville Brown, the Universal director who suffered internal injuries and two broken ribs in an automobile accident last week, is reported to be slowly along the road to recovery. Brown, on vacation in Redwood forest, was driving along when a car ahead caught fire. He stopped to help subdue the flames when another car, coming along on the wrong side of the road, bore down upon him, seriously injuring him. He was driven by his wife two hundred miles to a hospital from which he has just been discharged. It is likely that Brown will have to postpone production on "The Four Flushers," in which he is scheduled to direct Reginald Denny.

### Conn. and Mass. Companies Incorporated

Regional Chain Theatres of New England, Inc., is the title of a newly organized corporation with \$100,000 capital, to operate motion picture theatres. Incorporators are Benjamin M. Siegel of Cambridge, Mass.; Marion E. Steeves of Somerville, and Kathryn A. MacDonald, Framingham, Mass.

Amusement & Realty Co., is the title of a new corporation organized in Hartford, Conn., to own and operate theatres, with \$100,000 capital. T. C. McKane of Hartford heads the corporations.

### German Photographic Concerns in Merger

**F**OUR largest German factories of photographic apparatus, moving picture and cinema machinery and supplies, optical instruments and apparatus (Contessa-Nettel A.-G., Stuttgart; Ernemann Werke A.-G., Dresden; Optische Anstalt, C. P. Goerz A.-G., Berlin, Zehlendorf; Ica A.-G., Dresden), which are already functioning under a preliminary agreement for the purpose of protecting mutual interest, will undergo a fusion that will be consummated in a general meeting to be held soon, states a report from Consul George P. Waller, Dresden, Germany, made public by the Department of Commerce.

The C. P. Goerz Co. plans according to reports to consolidate its capital stock and increase it in the proportion of 8 to 3, bringing it from 9,450,000 marks to a total sum of 12,600,000 marks. From this increase, 4,200,000 marks are intended to be applied for the exchange of shares with the Ica A.-G.: 2,850,000 marks worth of shares with the Ernemann A.-G., and 2,400,000 marks for the exchange of shares with Contessa-Nettel Co.

The C. P. Goerz Co. closed its last accounts with a loss of more than 1,000,000 marks. Other firms booked losses of from 50,000 to 450,000 marks. The final fusion has been effected as the only means to overcome the crisis. The accomplishment of the present merger is reported to be due to the initiative of the Zeiss A.-G., Jena (Thuringia), which owns the majority of the shares of the C. P. Goerz Co., while the Ernemann A.-G. controls the Ica A.-G., which again has been controlling the Contessa-Nettel Co. for some time past.



# S.M.P.E. Holds Semi-Annual Convention

## Motion Picture Engineers Hold Three-Day Session at Briarcliff Lodge, New York; Many Interesting Subjects Discussed

THE Society of Motion Picture Engineers held its semi-annual convention at Briarcliff Lodge, New York, the first three days of the past week. This is the 22nd conference of this organization formed in Washington, D.C., in 1915. Papers on many interesting technical subjects were read by the attending delegates and officers for the coming year were elected.

The feature of the first day's session was a dinner tendered to Will Hays at which Mr. Hays discussed the internationalization of films, a detailed report of which is given elsewhere in this issue.

The morning period of the first day was devoted to the opening address by W. B. Cook, Kodascope Laboratories, Inc., business reports and "The Progress of the Industry," a paper read by Carl E. Egler, National Laboratory Works, Cleveland.

In the afternoon talks were made by Martin J. Quigley, Exhibitors Herald, on "Technical Advance;" E. T. Clarke, director Eastman School of Music, discussed "An Exhibitors Problem in 1926;" Symon Gould, of the Film Arts Guild, addressed the convention on the subject of "The Little Theatre Movement in the Cinema" and F. W. Perkins, director of the Motion Picture Division, Department of Agriculture, spoke on "Preservation of Historical Films."

Exhibitors should organize special theatres for pictures of limited appeal, in the opinion of E. T. Clarke. Pictures like "The Last Laugh" and "Alaska Adventure" should be played under a two-a-day policy, he said, adding he intends to test this theory at a 500-seat theatre in Rochester.

In vastly greater degree than any other art, the motion picture is dependent for its existence and advancement upon science and invention, Martin J. Quigley stated in calling upon technicians of the industry to insist upon "thoughtful consideration of their activities by the whole industry." The obligation of the industry to its technicians is not properly or proportionately recognized, he said, pointing out that the

motion picture was born into the world as an invention and not as an art.

Tuesday's sessions were given over to the election of officers with W. B. Cook of Kodascope Laboratories re-elected president. H. B. Gage, Corning Glass Works (Corning, N.Y.), is the new vice-president, succeeding M. W. Palmer of Famous. W. C. Hubbard, Cooper Hewitt Co., is treasurer and L. C. Porter, General Electric Co. (Harrison, N.J.), treasurer. The latter succeeds J. C. Summers, Edison Lamp Works (Harrison, N.J.). Board of governors are in addition to officers: J. C. Kroesen, Edison Lamp Works; F. H. Richardson, "M. P. World."

More delving into the technical end of the business by means of papers: "Some Considerations in Spotlighting" by J. H. Kurlander, Director, Engineering Dept., Brenkert Light Projection Company, Detroit, Mich. "Light Sources in Motion Picture Work" by P. R. Bassett, Sperry Gyroscope Co., Brooklyn, N.Y. "The Effect of Motion Pictures on the Eye" by Guy Henry, Director of the Eyesight Conservation Council of America.

Reports of Standards and Nomenclature Committee. "Reflection of Characteristics of Motion Picture Screens" by L. A. Jones and C. F. Tuttle, Research Laboratory, Eastman Kodak Company.

The evening session was devoted to motion picture demonstrations; "Wild Birds and Animal Habits in Motion Pictures" by Norman McClintock, Photo-naturalist, University of Pittsburgh.

"Colored Motion Photomicrographs Showing the Formation of Crystals of Organic Compounds under the Polarization Microscope" by L. A. Jones and C. F. Tuttle, Research Laboratory, Eastman Kodak Company.

"The Business of International News by Motion Pictures" by Emanuel Cohen, Editor in Chief, Pathe News.

A picture of audiences of the future seated in the theatre viewing newsfilms, transmitted by ethereal waves, of events throughout the world even as they are trans-

piring was drawn by Emanuel Cohen, Pathe News editor, for delegates to the fourth annual convention of the Society.

When and if this is accomplished, Cohen stated, the whole world will be linked together in instantaneous understanding.

Tracing the newsfilm from its beginning, in sporadic fashion, more than a decade ago, Cohen detailed its development from 1910 to the present, stating that it was in that year that a regular and systematic medium of news dissemination by films was instituted by Charles Pathe.

Committee on Standards urged the adoption for six months of the standard intermittent sprocket. No action was taken, but it was determined to co-operate with foreign engineers during that period.

Among the delegates are: A. C. Dick, Westinghouse Electric Co., Bloomfield, N. J.; H. Griffin, P. J. McGuire, International Projector Corp., New York; Carl E. Egler, National Lamp Works, Cleveland; J. Manheimer, E. J. Electric Co., New York; Kenneth Hickman, E. E. Richardson, J. I. Crabtree, L. A. Jones, J. G. Capstaff, C. F. Tuttle, M. W. Seymour, Eastman Kodak Co., Rochester, N.Y.; J. H. Kurlander, Brenkert Light Projection Co., Detroit; P. R. Bassett, Sperry Gyroscope Co., Brooklyn; W. V. D. Kelley, Kelley Color Films, Inc., Los Angeles; Roscoe Hubbard, Consolidated Film Laboratories, New York; Otto Nelson, National Cash Register Co., Dayton, O.; O. A. Ross, consulting engineer, New York; Carl H. Gregory, New York Institute of Photography, New York; E. J. Wall, Walleston, Mass.; F. H. Richardson, "M. P. World"; Raymond S. Peck, director Canadian Government Motion Picture Bureau, Ottawa, Canada; Roger M. Hill, theatre equipment engineer, U. S. Army Motion Picture Service, Washington; J. H. McNabb, Bell & Howell, Chicago; C. L. Chamer, Pathe; Irving Samuels, Allentown, Pa.; John H. Powrie, Robert Conklin; H. M. Raess, Warner Research Laboratories, New York; H. N. De Witt, William Redpath, Toronto; Dr. Kenneth Mees, Eastman Kodak Co.; William C. Kunzman, Cleveland; J. A. Norling, A. B. Loucks, Loucks-Norling, New York; L. C. Porter, General Electric Co., Harrison, N.J.; J. C. Kroesen, J. A. Summers, Edison Lamp Works, Harrison, N.J.; W. C. Hubbard, Cooper-Hewitt; H. B. Gage, Corning Glass Works, Corning, N.Y.; Earle Dennison, M. W. Palmer, Famous Players, Astoria, L.I.; T. Clarke, Eastman Theatre, Rochester; Fred W. Perkins, Department of Agriculture, Washington; S. R. Burns, vice-president, International Projector Corp.; H. J. Yates and H. M. Goetz of Consolidated Film Industries, Inc.; Harry Rubin, chief projectionist, Public Theatres; Art Smith, projectionist, Capitol Theatre, New York; C. A. Grey, projectionist, Lancaster Theatre, Boston; Edward Horn, Tremont Film Laboratories, New York, and A. Gordon, Akron Orpheum Theatre, Akron, O.

There are 204 members in the society, 111 of whom are acting. Fourteen new members have been added, and there have been no resignations since the Washington meeting.



Pictures taken on September 21st of the Palace Theatre, at Fort Myers, Florida, three days after the hurricane and high water had swept over the state. The exterior, with the street flooded, and the interior are shown. Part of the roof was also damaged. The remodeling and cleaning of the theatre had to be held up until the latter part of the week when the water finally receded. Charles K. Ellis, manager of the Palace, remarked that he was going to fix things up better than ever for "we can't let a little thing like a hurricane get our goat."



## Profits of \$848,356 for Third Quarter for "U" Indicate New High Record for Year

**N**ET earnings of Universal for the third quarter year period ending August seventh show a sharp increase in profits, the figures being \$848,356, after deducting Federal taxes. This is equivalent, after preferred dividend requirements, to \$3.11 per share on the 250,000 shares of common stock outstanding, as compared with \$1,549,199, or \$5.28 per share of the common for the first nine months of the year. Gross income for the third quarter totaled \$6,115,404, while the nine months gross is placed at \$20,848,939.

This increase in profits is due to a 50 percent increase in the production schedule and the great number of pictures released during the first six months of the year; also to the company's policy of charging off, at the time of release, the total cost of films, income from which may be spread over several months following.

## Novel Reception for Laemmle

Leading Figures in Film and Finance

Greet Universal President on Return

**A** WELCOME home committee comprising the leading figures in the film industry and financial world greeted Carl Laemmle, president of Universal, on his return from Europe Friday morning. The delegation assembled aboard Mayor Walker's official boat and went down the New York Bay to meet the S.S. Berengaria, bearing the Laemmle party in Quarantine.

There Mr. Laemmle was taken aboard the Mayor's boat and landed at the Battery from whence the party proceeded to City Hall, where Mayor Walker, a warm friend of the Universal chief, welcomed him personally and officially.

From City Hall the entire party wended its way to the Universal home offices at 730 Fifth Avenue where a general reception was held for all Universal employees and Mr. Laemmle's business associates and friends.

The welcome is characterized as the reaction of the industry to Laemmle's game fight for his life. Stricken with appendicitis on his way over to Europe last June, he was rushed to the operating table in London, and passed several critical weeks when it was thought he could not live. Since then he has been recuperating in London, Carlsbad and in Laupheim, his native home. Reports which have preceded him indicate he is now in excellent health again.

Included on the welcoming committee, of which Will H. Hays was chairman, were Earl W. Hammons, of Educational; Elmer Pearson of Pathe, William Fox, Albert Warner, Harry Warner, J. A. Jacobs of the Bray Production, G. McL. Baynes of Kinograms, Henry M. Hobart of the Distinctive Pictures Corporation, Jules Mastbaum of the Stanley Co., R. F. Woodhull of the M. P. T. O. A., Joe Seider of the same organization, J. J. Murdock of the K-A interests; Jack Cosman, Hugo Riesenfeld, J. T. Wood of Screenland, David Strauss of the Morning Telegraph, Epes W. Sargent of the M. P. World, Martin Quigley of the Exhibitors Herald; Maurice Kann of the Film Daily, Fred J. McConnell

of the Daily Review, William A. Johnston of the M. P. News, Dean Mathey of Dillon Reed and Co., I. N. Landaner and others.

Returning to America with the Universal chief was Julius and Abe Stern of the Stern Film Corporation, his brothers-in-law; Miss Rosabelle Laemmle and Carl Laemmle, Jr., his children; Mrs. Abe Stern, Maurice Fleckles and Mrs. Fleckles, Jack Ross, Laemmle's secretary, and Joseph Krame.



Carl Laemmle

## New Corp. of Tarentum, Pa., Incorporated in Harrisburg

A Pennsylvania charter has been granted at Harrisburg, Pa., to the Palace Theatre Corporation, Tarentum. The amount paid is totaled to \$7,000, par \$100. The corporation was incorporated to maintain and operate theatres and amusement enterprises. Louis Stein, New Kensington, is treasurer and holds 698 shares. The other incorporators are W. M. Leibovitz, Parnassus, one share, and Albert S. Yoder, New Kensington, one share.

## Wash. School Boards Work With Exhibs. Against Non-theatrical Competition

**F**OLLOWING the victory scored against non-theatrical competition in the State of Washington by the M. P. T. O. W. last week, when the States Attorney General ruled it was unlawful to show motion pictures in schools for profit, J. M. Hone, executive secretary of the M.P.T.O.W., immediately advised all school authorities of this decision and secured promises of cooperation from practically every group.

The Seattle School Board resolved that:

WHEREAS, The Attorney General rendered an opinion to the Superintendent of Public Instruction, holding that school districts had no authority to exhibit motion pictures, or to permit school buildings to be used for the purpose of exhibiting motion pictures in competition with the regular picture theatres;

WHEREAS, The exhibition of motion pictures for entertainment only would probably fall within the ruling of the Attorney General;

BE IT RESOLVED, That the school buildings of the district shall not be used for the exhibition of motion pictures merely for entertainment, nor for the raising of funds, but the Educational Department may select educational films which have a direct bearing on the regular education work of the public schools, and an admission fee charge may be made sufficient to cover the expense of the films used and any other direct expense to which the District may be put in connection with the showing of these films.

Yours very truly,  
(Signed) Reuben W. Jones,

Secretary.



# McCormick Plans Four Films Abroad

Colleen Moore Pictures Would be Made in London, Paris, Rome, Berlin, with Native Talent Wherever Possible

**A**N interesting new development in the international production situation was forecast this week by the announcement, made by John McCormick, general-manager of production on the West Coast for First National, that plans were being considered under which Colleen Moore would make four pictures abroad next year, one in London, one in Berlin, and probably one each in Rome and Paris.

This means a recognition by First National of the importance of the international angle in picture making, and of the need of production abroad for the general stabilization of conditions. The foreign department of First National has urged the adoption of some such plan, and a number of interesting angles may develop.

Richard A. Rowland is abroad, and no general statement of policy can be forthcoming at this time, but he has stated repeatedly his belief in the advisability of European production as a wise business move, and it is known that it is his idea to aid this international situation by sending American stars to Europe and bringing European directors to the United States, thereby making it possible to make pictures in Europe which will be acceptable for American release, and giving to American films, in turn, better angles for the European public.

Two moves in this direction now become apparent—the proposed sending of Miss Moore to Europe and the importation of Alexander Korda to direct for First National. Korda will arrive with Rowland at an early date.

The plan for filming these four pictures abroad is not final, but it has progressed well beyond the tentative stage. The unit would go to London in the fall of 1927, and would work with British talent as far as possible in every department; Berlin, Rome and Paris would follow. The stories have not been definitely selected, but each, presumably, will be a popular work of the nation in which it is to be filmed.

While the idea is still in a very tentative stage, it is possible that out of this plan would develop a basis of operation under which First National would make a program of 12 pictures a year abroad. In the event that the company decided upon this, it may be said, the matter would be handled on a "circuit" basis. That is, when Colleen Moore left London to proceed to Berlin, the staff would remain behind and a new one be formed in Berlin. Other First National stars or featured players would then arrive in London to make a picture with the same unit. In that way, gradually, production units would be built up to high efficiency in the four European

capitals, and First National players would make the circuit of the four. This, however, should be considered as a possibility rather than a definite plan. Further developments may be forthcoming upon the return from Europe of Mr. Rowland.

McCormick and Miss Moore returned to the West Coast this week after spending a busy fortnight in New York, seeing new plays, considering stories and conferring with home office officials. Two stories purchased just before his departure were "The Prince of Clowns" and "Glitter," for two leading First National male stars.

McCormick reports himself as highly pleased with the manner in which operations have gotten under way at the new Burbank Studios. Six productions will be started during October, five during November, two in December and five each in January and February. This heavy schedule will afford opportunity to a considerable amount of talent, and McCormick emphasizes in this respect the determined hunt which is going on for new faces.

"I know it sounds rather trite in print," he said, "but it is really true. We are trying in every way possible to uncover new talent and to develop it. For instance, we have in Arthur Stone a genuine comedy find. His work has been remarkable, and with a year or two of experience he will make them all watch their step."

## Universal Expanding Theatre Holdings

Acquires New Houses in Nebraska, Massachusetts and Kansas City; Loew Interests Plan \$1,000,000 Playhouse in Conn.

**U**NIVERSAL has secured a number of new theatres situated in strategic points throughout the country during the week just past. Houses purchased or being constructed in Nebraska, Massachusetts and Kansas City, Mo., will considerably strengthen the company's position in those states.

The Bonham, a 1,000-seat house in Fairbury, Neb., will be the first of the new houses to open. It will have its premiere next week. A week later, the Rivoli, a 1,000-seat house in Beatrice will throw open its doors.

Later in October, the Rivoli, a new 1,200-seat house in Hastings, Neb., will be opened. This house replaces the house that burned down last Spring. It will run combined pictures and vaudeville. Later in the season, probably between December 15th and January 1st, the Capitol, a new 1,400-seat house in Grand Island, will be opened by the Universal Chain Theatrical Enterprises. This is a house of the finest type, costing more than \$300,000.

Universal has acquired two New England theatres which are now under construction and which will be ready for use before the first of the year, and it is negotiating for theatres or for sites in several of the more important New England cities.

The new theatre under construction in

the Winter Hill section of Somerville, not yet named, has been acquired and work of completing this playhouse is being rushed. The house will have a seating capacity of 1,800 and will be ready about January 1st.

At Lowell, Universal has acquired another playhouse in process of construction which will have about 1,200 seats and which will also be completed, under present plans, about the first of the new year.

With the acquisition of the Isis and Madrid theatres, two of Kansas City's largest suburban houses, Universal now has control of a large percentage of seats in Kansas City. The Isis and Madrid, acquired last week and confirmed this week, seat 1,470 and 1,500, respectively, the latter being a new house just opened recently.

The Westport Amusement Company, which owned and operated the Madrid, will retire from the field, while the Blackstone Amusement Company, controlled by George Trinastich and Henry J. Vanden Boom, may continue to manage the Isis, although the operating control will not be determined definitely for several days, according to Fred S. Meyer, general manager for Capitol Enterprises, a Universal unit.

The new Garde Theatre in New London, Conn., erected by the Arthur S. Friend Companies of New York, was formally opened last week and will present feature

pictures, news and comedies and presentations under the present plan.

The theatre, the largest in New London, is the second Connecticut house to be built and opened by the Friend interests. It is located on the main business street one block west of the Hotel Mohican.

Two new theatres are in prospect for Providence, R.I., according to announcements made almost simultaneously from the Rhode Island capital.

Loew's, Inc. interests are having plans drawn for a \$1,000,000 playhouse and office building to be erected in the block bounded by Weymosset, Paige, Pine and Richmond streets in the heart of the shopping district, as part of their program of expansion. It is understood that some of the property has been purchased and the balance acquired on long-term leases.

Actual construction work on the properties will probably not start until early next spring. The Edwin A. Smith Real Estate Co. is lessee of the office section of the proposed structure.

Jacob Conn plans to erect a new theatre on Broad Street, Providence, within a few months, and this theatre would be located near the proposed Loew's Theatre, being bounded by Broad, Chestnut, Pine and Claverick streets.



## Famous's Earnings \$6,500,000 for 1926, Says Wall St. Journal; \$1,000,000 Gain

**A**CCORDING to a detailed report in the "Wall Street Journal" the net earnings of Famous Players-Lasky for 1926 will be about \$6,500,000. This figure, against that of \$5,718,053 for 1925 shows an increase in profits of nearly a \$1,000,000.

At present 575,070 shares of common stock are outstanding, comparing with 235,000 ten months ago. Earnings on each of the latter shares this year approximate \$15.80, and \$13.80 on the average number of 422,984 shares outstanding during 1926.

Over \$20,000,000 was put into the firm a little more than a year ago, used largely to buy two-thirds of the outstanding stock of Balaban & Katz at \$80 a share. All F. P. theatres are now under B. & K. management, and there is a fair chance of Famous Players ultimately dividing its stock, giving holders an equal number of shares in theatre stock and production stock.

Much of the funds acquired by F. P. was used to build new houses. Aside from the Paramount, opening in New York with 4,000 seats on November 18, theatres averaging 3,000 seats have been completed or are in construction at St. Petersburg, Jacksonville and Miami, Fla.; Birmingham, Ala.; Knoxville, Tenn.; Toledo, Ohio, and Chicago; affiliated interests are building F. P. houses in Denver, Portland, Seattle and Omaha, and a 4,500-seat theatre in Brooklyn. Moreover, two houses in London and one in Paris are building and one is planned in Brussels.

H. Stark, 5774 Goodfellow Ave., St. Louis, Mo. (St. Louis Times); Miss Mildred Steinfeld, Y. W. C. A., Memphis, Tenn., (News Scimitar); Maud Stone, 8130 Jos Campan Ave., Detroit, Mich. (Times); George Walton, 1st Natl. Bank, Auditing Dept., St. Louis, Mo. (Times); Evelyn M. White, 1846 Illinois St., Lawrence, Kansas, (Journal-World); Mrs. F. E. Wood, Box 396, Davenport, Okla. (Shawnee Morning News); Mrs. Francis E. Young, Ridgeview Place, Taylorsville Road, Louisville, Ky. (Louisville Courier-Journal); Henrietta G. Young, 1708 Bryn Mawr Road, East Cleveland, Ohio. (Cleveland Plain Dealer); Frank Zwinak, 1808 Elm Ave., Norwood, Ohio (Cincinnati Times Star).

More than 700,000 persons entered the contest through the 57 newspapers that conducted it in co-operation with the Motion Picture Producers and Distributors of America, of which Will H. Hays is president.

The twenty-eight best entries chosen by each newspaper were sent to New York, and there the national judges selected the winners.

The judges were: Mrs. Anna Steese Richardson, associate editor of the Woman's Home Companion; the Rev. Dr. S. Parkes Cadman, president of the Federal Council of Churches of Christ in America; Rex Beach, author; Richard Washburn Child, author and former ambassador to Italy; and Dr. R. S. Woodworth, professor of Psychology at Columbia University.

## Fox Films Exchange in Los Angeles to Change Address

On October 17th, the Fox Films' Los Angeles exchange will occupy its new building at 2019-21 South Vermont Avenue. Manager J. J. Sullivan declares that he is well pleased with his new quarters.

## 'Movie Season' Contest Winners

### First and Second Prize Awarded to Two Married Women in Middle West

**A**S a result of their letters on "Why I like Motion Pictures," which contest was run in conjunction with the Greater Movie Season period just past, Mrs. Pearl Hinshaw, Windfall, Ind., who won first prize, starts on a 132-day trip from New York on December 14 accompanied by her husband, and Mrs. E. L. Saunders, 2722 Chester Street, Little Rock, Ark., will take in the Sesqui-Centennial Exposition in Philadelphia for which she received two trip tickets, the second prize.

Third prize, annual passes for two to all Publix, Universal and Warner Bros. Theatres, goes to Phillip N. Lauda, an attorney of 436 N. Boston Street, Tulsa, Okla.

The twenty-five prizes of Eastman Cine-Kodaks were awarded to the following, who are listed alphabetically: Mrs. Grace M. Allen, 9 Colford Ave., Collingswood, N. J. (Camden Courier); Evelyn C. Bassett, 420 Central Ave., Lake Wales, Fla. (Lakeland Star Telegram); Fern D. Bernard, Natl. Military Home, Ind. Red Cross (Marion Leader-Tribune); Miss Mary L. Cole, 1423 So. Boote St., Marion, Ind. (Marion Leader-Tribune); Esther Esteron, 2735 Diamond St., Phila., Pa. (Daily News); Crist H. Havens, 300 Wisconsin Ave., Peoria, Ill. (Peoria Evening Star); Lela Florine Isgrigg, 95 Ottawa Drive, Pontiac, Mich. (Pontiac Press); Anna E. King, 1355 Nicholson Ave., Lakewood, O. (Cleveland Plain Dealer); Hilda Klatzko, 345 Gold St., Brooklyn, N. Y. (New York Evening Telegram); Ethel Leonard, 531 Ringgold St., McKeesport, Pa. (Pittsburgh Press); Mrs. W. C. Lewis, 136 Beach St., Berea, Ohio, (Cleveland Plain Dealer); Viola Marshall, 602 West 165th St., New York City (N. Y. Evening Telegram); Mrs. W. L. McPherrin, Overland Park, Kansas, (Newman & Royal Theatres, Kansas City);

Mrs. Thomas G. Nicholson, 4642 Clarendon Ave., Chicago, Ill. (American); Mrs. John Rayles, 3226 W. Michigan St., Indianapolis, Indiana (News); Martin Rosenthal, 2 Camfield Ave., Pittsburgh, Pa. (Press); Charles

## Admission Tax Collections for Fiscal Year Show Decrease of \$6,927,132.43

**A**DMISSION tax collections during the fiscal year ended June 30, last, showed a decrease of \$6,927,132.43 as compared with the fiscal year 1925, totaling \$23,980,676.66, it is reported in a preliminary statement of the 1926 collections just issued by the Bureau of Internal Revenue at Washington, D.C.

As compared with the fiscal year 1921, when \$89,730,832.94 was collected, a decrease of more than \$65,000,000 is noted in the 1926 total, representing the taxes collectible on admissions of 50 cents or less.

Over 75 per cent of the taxes collected from admissions in 1926 was derived from nine States, the remaining 39 States contributing less than 25 per cent to the total. These collections, in the order of their importance, were as follows: New York, \$7,782,036.80; Illinois, \$2,575,197.97; California, \$1,892,752.76; Pennsylvania, \$1,821,589.97; Massachusetts, \$1,330,935.86; Ohio, \$1,109,132.76; Michigan, \$1,023,051.85; New Jersey, \$683,518.40; Missouri, \$674,689.21.

The total collections of taxes from all sources during the year were \$2,835,999,892, as compared with \$2,584,140,268 in 1925, an increase of \$251,859,624. Of this, \$1,974,104,141 was from the income tax and \$861,895,751 from the miscellaneous taxes, the former showing an increase over 1925 of \$212,445,092 and the latter \$39,414,532. The heaviest taxpayers among the States were New York, \$733,729,533; Pennsylvania, \$252,317,837; Michigan, \$225,629,148, and Illinois, \$216,719,787, these four States contributing more than 50 per cent of the total collections.

The cost of collecting the revenues was \$34,948,483, or \$1.23 for each \$100 collected, as compared with \$1.44 for each \$100 collected in 1925.



# German Motion Picture Advertising

## Advance of Exploitation and Increasing Appreciation of the Importance of Suitable "Reklame" Seen by Writer

By Harry Knopf

THE development of motion picture advertising must keep step with the development of the motion picture. Without suitable advertising it is difficult to win widespread public support such as good motion pictures need. That is an accepted truth here, but in Germany the importance of exploitation has been realized only in recent times. Compared with America, German film men have been rather poor in ideas as regards exploitation, and efforts there can hardly be compared with publicity and advertising methods in the United States.

More and more attention is being paid to this, however, and the German firms are rapidly learning the importance of advertising of every sort—poster, newspaper electrical display, street ballyhoo, and the like.

As here, each company has its own poster department, with artists to design the lithographs. In special instances, however, outside poster artists of prominence are engaged to design the posters for important productions. In the case of "Faust," recently completed, a competition was held in which all artists were eligible to take part, with prizes aggregating \$1,000 for the best designs.

In the early days of motion pictures in Germany, advertising was confined to placards carried through the streets by old men, handbills passed out on street corners, and a small amount of newspaper space.



Striking two-column ad in the Berlin newspapers for "The Volga Boatman" (P. D. C.) at the Palast am Zoo

### Albany Theatres Favor Eastern Standard Time

THERE was a big jump in business in the Albany, N.Y., district, last week on the first night when daylight saving was not effective. A trip over the territory listed the information from exhibitors that business had increased fully 25 per cent, and furthermore that a stiff fight would be staged next spring in the hopes of making the daylight saving season in this vicinity at least a month shorter than at present.

Electrical display, it must be remembered, was forbidden by law all through the war and up to 1921, so that it is only in recent years that theatres have commenced to go in for illuminated fronts and elaborate electrical signs.

Now all of this is changing. The banners and handbills have disappeared, and high-grade newspaper advertising, well illustrated, together with suitable newspaper publicity material, is now the backbone of all campaigns, with electrical signs also important.

Berlin theatres which lead in this latter respect include the Palast am Zoo, Capitol and Gloria Palast. The Palast am Zoo is brilliantly lighted, with marquee signs, billing of picture and music, an indirectly illuminated dome over the entrance and special signs and lighted scenes from the picture along the entire front, so that the electrical display features extend almost the entire length of the block, for a distance of perhaps 200 feet. Above the entrance a moving electric sign, such as used on the Capitol in New York, announces the entire program for the week.

The Capitol Theatre has over the entrance a three-sided sign, visible from all directions, on which the name "Capitol" is spelled out, a letter at a time, first in white, then in blue and then in red lights.

At the Gloria Palast, a large sign over the entrance carries the name of the theatre, and signs on three sides announce the title of the picture. Under the entrance, 15,000 small green bulbs, suspended below green drapes, give an odd lighting effect. On the side of the building, in a row of 12 large windows, large letters, one in each window, spell out the name of the theatre in white and violet so prominently that it may be read at a distance of 15 to 20 blocks.

These three theatres are outstanding in Berlin, but even the smaller theatres are rapidly turning to more elaborate electrical displays.

An interesting feature of German motion picture advertising, not seen here, is the use of the "Litfasssäule," or round "tanks" on the streets on which posters are placed, as in Paris. A large share of

the posters on these are devoted to motion picture advertising, and they play an important part in each Berlin campaign.

Exploitation proper is also beginning to be employed in Germany to some extent. In the Berlin campaign for "The Lost World," a large reproduction of one of the prehistoric monsters was mounted on a truck and taken through the streets. For another film, in which boxing figured importantly, two boxers put up a sham contest in a ring on a truck, with the referee in evening dress and all the paraphernalia of the prize ring. This attracted a great deal of attention in Berlin.

Recently an exploitation stunt of considerable magnitude was put over, to boost pictures and the theatre generally, in connection with Kadewe, a leading Berlin department store. For one afternoon, from 4 to 6:30, the leading stars of the screen and stage world, 51 in number, acted as salespeople in the store, scattered through all departments, giving the public an opportunity of meeting its favorites face to face under unusual circumstances.

All of this, however, is small compared with the size which exploitation has reached in America, and Germany has been much interested in the striking campaign given "Variety" at the Rialto Theatre in New York City, as well as "The Waltz Dream" at the Capitol. Germany has much to learn, but she is awake to the need of better exploitation and advertising, and these developments will surely come.

American advertising is international. When an important film is made in America, the whole world knows of it. That sort of international publicity is something which Germany will have to develop in connection with her big pictures.



German newspaper ad on "The Tower of Lies" (Metro-Goldwyn-Mayer) for its Berlin engagement



# Premiers Queried on Films

## Canada Memo to Empire Conference Will Ask Definition of British Film

FROM official sources it has been learned at Ottawa, the Canadian capital, that a list of pertinent questions on the subject of British-made moving pictures is to be placed before the Imperial Conference of Dominion Premiers at London this month in the official agenda of the conference. The plan favored by the British Government involves a compulsory quota system by which a certain proportion of all films shown throughout the Empire must be of British make, according to information cabled from London to Ottawa. At the same time, the Canadian Government is looking on the situation from a somewhat different angle, namely, that encouragement should be given toward the making of film subjects in Canada for preferred release throughout the Empire.

To get at a basis of operation along this line, it has been stated at Ottawa that the following memorandum will be submitted to the Conference:

1. That a clear-cut definition is required as to what constitutes a British film.

2. What is the most feasible plan for distribution and presentation of British or Empire-made films on a commercial basis?

3. Is the British Government and the film trade in the British Isles concerned in the production of films in parts of the Empire outside of the British Isles?

4. Would a film made jointly in Canada by Canadian and American capital, technical labor and cast be classed as a British film? If not, what proportion of Canadian interest and effort would make the film recognized as a British or Empire-made picture?

5. Would a film entirely produced in Canada with regard to capital, labor, etc., be called a British film; or would it be preferable to call it a British Empire film or by some other designation?

It is pointed out at Ottawa that rulings on all of these points are important if Great Britain adopts legislation regulating film importation by establishing a quota system aimed against American films.

# Expect Cuba Censor Date Delay

## Film Board and Government Will Decide Moot Points Before Drafting Regulations

ALL motion pictures produced for profit, of domestic or foreign production, offered for sale, rent or exhibition in Cuban territory will be censored under the decree of September 25, reported by cable last week to the Department of Commerce, according to further details of the order just submitted by Commerce Attache Todd, at Havana, to Clarence J. North, chief of the motion picture division of the bureau of foreign and domestic commerce.

The censorship will cover not only the morals of the films but will also be exercised with a view to consideration for the

feelings of friendly countries which might be hurt over some direct or indirect reflection against them.

The censorship board is to be headed by the Secretary of the Interior, the other members being the Chief of the Bureau of Public Order, the Chief of the Bureau of Statistics and General Affairs, the Inspector of Normal Schools and the Assistant Secretary of the Interior.

Some time must yet elapse before the censorship is exercised, it is indicated by Mr. Todd's report. While the decree provided for the formation of the censorship commission by September 30 and that the regulations under which the censorship would be exercised should be drafted and submitted to President Machado for approval by October 10, it is believed that some delay will be encountered in the drafting of the regulations, the Cuban Film Board of Trade having made representations to the government with regard to certain points on which an official hearing will be held before the regulations are compiled. There is no question, it is stated, but that the film board and the Theatre Owners' Association will have a liberal part in writing the regulations.

It is believed in Cuba that the new board will show a liberal disposition and that the censorship will be exercised with as little pressure and expense upon the motion picture business as is possible.

## C. Brookheim New Universal Manager in Cuba

C. Brookheim, formerly manager for Universal in France, and later special agent in Europe for Carl Laemmle, has been put in charge of the Cuba exchange, according to an announcement from the Universal home office. He replaces Nat Liebeskind, formerly of the Big U exchange.

## Minneapolis May Abolish Poster Exchanges

THE Minneapolis Film Board of Trade has opened up on poster exchanges and is said to be bent on exterminating them from the territory. Provisions of the uniform contract binding the exhibitor to purchase advertising matter from the exchange furnishing the film will be used as the weapon. The copyright law may also be used as an auxiliary weapon to prevent poster exchanges from copying posters.

Milwaukee is also said to be up in arms on this matter and the Omaha and Des Moines film boards are moving in the same direction. Use of paper issued for "The Son of a Sheik" to advertise "The Sheik" is said to have set off the fireworks in Minneapolis. An exhibitor bought paper on the new film and, substituting the name of the reissue at the top, let the new title remain at the bottom of some of the one-sheets, it is alleged.

## Equipment Dealers Meet in Chicago Oct. 18th and 19th

President C. D. Struble, of the Motion Picture Equipment Dealers of America, announces that arrangements have been made to hold this organization's postponed annual convention at the Congress Hotel in Chicago, on Monday and Tuesday, October 18th and 19th.

Mr. Struble urges full attendance of both the active and associate members in view of the great importance of questions to be presented at this meeting. He also suggests that members make their reservations now for the Congress Hotel.

## Chadwick to Start Soon on "Shamrock and Rose"

I. E. Chadwick, president of Chadwick Pictures Corporation, is preparing for an early production of "The Shamrock and the Rose," an adaptation of the play by Owen Davis, author of numerous Broadway successes. The director and cast will be announced shortly.

## Kans.-Mo. M. P. T. O. Warns Against Tax and Blues

The admission tax and blue laws again are expected to pop up in the terms of the Missouri and Kansas legislatures this winter, but no time is being lost by the M. P. T. O. Kansas-Missouri, which already has sent out a bulletin warning exhibitors to be on their guard against adverse movements.

## H. S. Koppin Acquires State and Strand in Flint, Mich.

Henry S. Koppin of Detroit, has made another addition to his chain of theatres, through the purchase of the State and strand theatres in Flint, Mich. The two houses were formerly controlled by Lester Matt who has not announced his future plans. Lloyd Bacher will be in charge of the two Flint houses for Mr. Koppin.

## Ont. Classification System Might Be Adopted

THE hint that the 400 moving picture theatres in the Province on Ontario would be required to classify their shows for adult only and family patronage as is done in the United Kingdom, was given by Premier G. Howard Ferguson, of Ontario, at a convention of the Ontario Social Service Council at Toronto, Sept. 24.

Premier Ferguson suggested that exhibitors in Ontario could use the lobby signs "Adults Only," or "Family Pictures," as required to designate the type of picture that was being shown and to assist parents in selecting the theatre which their children might properly attend. This was following the method which was adopted in England, it was pointed out, pictures being divided into "A" and "U" classes, the former being for adult consumption and the latter for general attendance. It was suggested that the categories could be indicated in newspaper and other advertising by Ontario theatres.



# French Studios Going at Top Speed

## Forty-four Productions on Current Schedules; Theatre Receipts for 1925 Showed Substantial Gains Over 1924

UNUSUAL activity in production is reported from Paris, where studios are humming with production of every sort. Recent lists show 11 films completed, 23 in production and 10 more about to start. These include the following:

Completed: M. Charles Burguet, "Martyre"; M. Bruna-Ruby, "La Bonne Fille"; M. Max de Rieux, "La Grande Amie"; M. Gaston Ravel, "Mlle. Josette, Ma Femme"; M. Pierre Colombier, "Mots Croises"; M. Jean Durand, "Palaces"; M. Gaston Roudes, "Le Chemin de Gloire"; M. Jean Kemm, a film with Grock, the comedian; M. Alex Nalpas, "La Revue des Folies-Bergere"; MM. Nicolas Rimsky and Roger Lion, "Jim la Houlette, Roi des Voleurs," and MM. Leroy-Granville and Grantam-Hayes, "Lady Harrington."

### Films in Work

In production: M. Leonce Perret, "La Femme Nue"; M. Abel Gance, "Napoleon"; M. Luit-Morlat, "Le Jnif-Errant"; Mme. Germaine Dulac, "Antoinette Sabrier"; M. Jean Choux, "La Terre Qui Meurt"; M. Jacques Feyder, "Carmen"; Miss Loie Fuller, "Les Ballets Fantastiques"; M. Epstein, "Mauprat"; M. Marcel Manchez, "La Tournée Farigoul"; M. Marco de Gastyne, "La Madone des Sleepings"; M. Henri Desfontaines, "Belphegor"; M. Marcel L'Herbier, "Resurrection"; M. Henry Lepage, "Une Aventure de la Rue"; M. Rene Le Somptier, "Le P'tit Parigot"; M. Jean Renoir, "Charles-ton"; M. Henry Russell, "L'île Enchantée"; M. Robert Boudrioz, "Les Louves"; M. Henri Fescourt, "La Glu"; M. Jean Duvivier, "L'Homme a l'Hispano"; M. Rene Hervil, "Le Bouif Errant"; M. Roger Lion, a film with Dolly Davis; M. Henri Diamant-Berger, "La Rue de la Paix"; M. Raymond Bernard, "Le Joueur d'Echees."

In preparation: M. Rene Clair, "La Proie du Vent"; M. Pierre Colombier, "Le Pasteur du Palace"; M. Georges Pallu, "Phi-Phi"; M. Donatien, "Miss Edith, Duchesse"; M. Le Docteur Markus, "Cheri"; M. Georges Champavert, "Florine"; M. Paul Flon, "Miche"; M. Alex Nalpas, "Le Chemin de Croix"; M. Gaston Ravel, "Le Roman d'un Jeune Homme Pauvre"; M. Charmeroy, "Renaitre."

### 117,443,324 Francs Gross

Gross receipts of all motion-picture houses in Paris during 1925 amounted to 117,443,324 francs, a total which was 16,837,249 francs, or 16.73 per cent more than in 1924, when they aggregated 100,606,575 francs, states Trade Commissioner G. R. Canty in a report to the Department of Commerce. Combined State and poor taxes paid by these theatres totaled 25,121,747 francs in 1925, or 21.39 per cent of the total receipts, as against 20,479,416, or 20.35 per cent, in 1924, an increase of 4,642,331 francs, or 22.66 per cent over 1924 figures.

For the purpose of comparison, figures are submitted below showing also gross receipts and taxes paid by Theatre Subventionnes (State controlled) theatres, and music-hall and concerts:

Theatres Subventionnes: Gross receipts for 1925 amounted to 37,252,157, as compared with 35,643,837 francs in 1924, an increase during 1925 of 1,608,320 francs, or 4.51 per cent. Total taxes from these receipts were 5,364,332 francs, or 14.40 per cent, in 1925, as against 5,022,930 francs, or 14.10 per cent of the total receipts, during the previous year, an increase during 1925 of 341,402 francs, or 6.79 per cent.

Theatres: Gross receipts of all houses under this classification amounted, in 1925, to 114,461,030 francs, compared with 98,253,251 francs during the preceding year, an increase in 1925 of 16,207,779 francs, or 16.49 per cent. Taxes paid by these theatres in 1925 totaled 17,192,339 francs, or 15.02 per cent of gross receipts, as against 14,263,022, or 14.51 per cent, during 1924, an increase of 2,929,317 francs, or 20.53 per cent, over 1924 figures.

Music-hall and Concerts: The gross receipts for 1925 amounted to 112,706,784 francs, an increase of 18,693,077 francs, or 19.88 per cent over the previous year, when they totaled 94,013,707 francs. Taxes paid totaled 19,241,689 francs, or 17.08 per cent of the total receipts in 1925, as compared with 15,79,279 or 16.78 per cent during 1924, an increase in 1925 of 3,462,410 francs, or 21.90 per cent.

Only eleven motion-picture houses of the 157 listed by the Chambre Syndicale Francaise de la Cinematographie as having paid taxes to the State during the year 1925, showed receipts above the 2,000,000-

franc point. They are listed below in the order of their total receipts, showing also their State and poor taxes:

Name	Receipts	Taxes for the Poor	Taxes for the State
Marivaux ...	6,033,154	440,394	1,182,242
Gaumont-Palace ....	4,700,887	345,182	903,906
Cameo (ex-Pathe-Palace) ..	3,397,184	252,605	618,538
Aubert-Palace ....	3,113,227	232,327	557,647
Max Linder..	3,097,902	231,144	555,330
Madeleine ...	2,783,909	208,775	489,394
Lutetia .....	2,656,560	199,694	459,934
Omnia .....	2,480,339	187,112	422,121
Palais des Fetes .....	2,298,605	174,074	283,812
Tivoli .....	2,068,243	157,520	335,546
Parisiana ...	2,005,680	153,111	321,477

The above receipt table is no indication of the relative sizes of the theatres listed, since admission prices vary in most cases. For example, the Gaumont-Palace, which is by far the largest motion-picture house in Paris, finished second to the Marivaux in total receipts for the year, this latter house, which incidentally books all productions of a leading American producing organization for premiere exhibition in France, being the costliest admission-price "movie" house in Paris.

## U. A. and Minn. Arbitration Board in Dispute Over "Direction to Salesmen" Clause

IS the clause "Direction to Salesmen" an enforceable part of the standard exhibition contract?

That is the question involved in a case which has resulted in Minneapolis in the forfeiting of arbitration rights by the Minneapolis branch, United Artists.

The Minneapolis Joint Arbitration board recently decided that it was and ordered the company exchange to give relief to Al Steffes, president of the Motion Picture Theatre Owners of the Northwest, and owner of the Colonial Theatre at Watertown, S.D.

Steffes was awarded \$300 damages in a dispute over "The Son of the Sheik," for the sale of which United Artists dickered with both Steffes and his competitors, Hess & Rau. The exchange was ordered to comply within 10 days. It has failed to do so, thus forfeiting its standing before the board.

The exchange is said to be taking the matter up with New York in an effort to have the verdict set aside.

The clause, "Direction to Salesmen" states that a company which has accepted an application for contract from one house will make no further effort to sell the same service to any other exhibitor directly competing with such exhibitor until application so forwarded has been rejected.

United Artists contend that, although their own contract accepts the provisions of the standard exhibition contract, it does not include this clause.



## All Nations Join U. S. in Making Pictures for the World, Hays Declares



Will H. Hays

**A**LTHOUGH Hollywood is located in the United States, and the great majority of motion pictures shown throughout the world are American made, in reality all the nations of the earth make the pictures for the world," said Will H. Hays, President of the Motion Picture Producers and Distributors of America, Inc., at a dinner given in his honor by the Society of Motion Picture Engineers at Briarcliff Lodge this week.

"The motion picture challenges the best in science and art, in literature and business, in religion and the humanities," he said.

"It is drawing from every corner of the world the greatest artists and artisans to aid in its service to the world. Hollywood is an international enterprise.

"American films may predominate in every country in the world, but every country is contributing to them. Great numbers of those in the key creative positions are direct from supreme accomplishment in other countries.

"A recent survey of important actors, directors and camera men in Hollywood showed that 60 were Englishmen, 26 were Canadians, 23 were Germans, 16 were Russians, 12 were French, 10 were Austrians, 11 were Swedes, 7 were Italians, 6 were Hungarians, 4 were Japanese, 3 were Mexicans, 3 were Danes and others came from India, Argentine, China, Roumania, Brazil, Poland, Czecho-Slovakia, Serbia, Ireland, Switzerland and Turkey.

"The artists who heretofore have been able to reach thousands can now with this new medium reach millions. This extension of possible service commands them.

"In another few years Hollywood may very well be the art center of the world."

### In And Out of Town

**B**ENITO DEL VILLAR, of Santiago, Chile, general manager of the Paramount organization in that country, and Bruno Cheli, of Sao Paulo, Brazil, district manager for that territory, have arrived in New York for their first visit to confer with E. E. Shauer, general manager of the foreign department of Famous Players-Lasky. They expect to spend a month in New York.

**H**ER vacation having ended, Anna Q. Nilsson, First National player, has returned from Sweden, where she visited her parents. She is ready to start on her next screen vehicle at the Burbank studio.

**R**. V. ANDERSON, sales manager for International News, has left New York for a sales trip in which he will visit the Universal exchanges in Buffalo, Toronto, Montreal and other points.

**W**ILLIAM R. Frazer, general manager of the Harold Lloyd Corporation, arrived in New York Tuesday, October 5th, for conferences with Paramount officials concerning Harold Lloyd's next picture for Paramount, wherein the comedian plays the role of a mountain boy.

**E**DWIN MILES FADMAN, president of Red Star Pictures corporation, of London, Paris and Berlin, sailed for Europe on the Olympic on Saturday, October 2nd, taking with him 200 features and short subjects that he purchased for the foreign market during his three-week stay here.

**L**EO SCHLESINGER of the Pacific Title and Art Studio of Hollywood, and brother of Gus Schlesinger, foreign representative of Warner Bros., is visiting in New York City for the first time in four years. He is making his headquarters at the Warner Bros.' home office and at the Ambassador. He came East to attend the Sesqui fight in Philadelphia and decided to remain over for the opening games of the World Series.

**P**AUL BURGER, assistant to Felix Feist in charge of the special representative department of Metro-Goldwyn-Mayer, left for the Middle West, where he will look into his company's offices and incidentally spend some time with the special training crew now operating in that territory.

**A**FTER putting over a successful campaign of "Bean Geste" at Stanley's Aldine in Philadelphia, Jack Pegler has left for San Francisco to put over the picture at the St. Francis Theatre there.

**E**UGENE VOGEL, brother of Joe Vogel, supervisor of Loew's, Incorporated, will accompany Paul Burger, Metro-Goldwyn-Mayer executive, on his trip to the Middle West. Eugene Vogel joined the special representative department of Metro-Goldwyn-Mayer a short time ago.

**A** GROUP of Metro-Goldwyn-Mayer executives and their wives sailed for Europe last Saturday, October 2nd, on the S.S. Paris. The group was composed of Arthur Loew, head of the M.G.-M. foreign department; Mr. and Mrs. David Loew; Howard Dietz, director of advertising, publicity and exploitation, and his wife, and Mr. and Mrs. Morton Spring.

**A**BRAHAM LEHR, general manager for Samuel Goldwyn Productions, arrived in New York this week in the interest of "The Winning of Barbara Worth" and other Goldwyn productions. He will stay in New York for ten days. Mr. Lehr is stopping at the Roosevelt Hotel.

**H.** A. BRANDT, European director general for First National, returned to New York this week to confer with E. Bruce Johnson, general manager of First National's foreign department. Another arrival from Europe was Anna H. Sessions, foreign exchange manager in Central Europe, who will report to Mr. Johnson conditions in her territory.

### Tax-Assessment Board Puts Loew's State First

The most valuable theatre in New York City showing motion pictures, second in value only to the Metropolitan in Brooklyn, is Loew's State, according to the assessments announced by the Board of Taxes and Assessments. The valuation of the State is put at \$4,675,000, while the Metropolitan has a valuation of \$5,200,000.

Estimates placed on property among the more valuable of the New York motion picture houses include the Capitol, \$3,000,000; Rialto, \$2,620,000; Astor, \$1,615,000; Rivoli, \$1,600,000; Strand, \$3,450,000.

### Yeggs Make Manager Open Safe and Obtain \$1,500

For the second time within a month, bandits held up the Park, one of Jack Miller's theatres in Chicago, and secured a substantial amount. The latest robbery was early Monday morning when hold-up men awaited the arrival of the house manager and compelled him to open the safe and departed with approximately \$1,500.



## Sydney S. Cohen in Stamford, Conn., Real Estate Deal

Sydney S. Cohen has leased for Stumpf Stores, Incorporated, to the American Hotels Corporation, through its vice-president, Capt. Stephen N. Bobo, for a term of 25 years a ten-story hotel and store building to be erected at the corner of Atlantic and Bell Streets, the main business thoroughfare of Stamford, Conn., on the site of the Bell Block.

The entire plot owned by Stumpf Stores, Incorporated, is 85 x 254 with frontage on Atlantic and Bell Streets. The hotel will have its entrance on Atlantic Street side, and negotiations are pending now for the leasing of the ground floor store space to national chain-store merchants. Stumpf Stores, Incorporated, will occupy the corner store. The balance of the plot has been retained by them and will be improved with a 3,000-seat vaudeville and motion picture theatre, with the entrance on Atlantic Street. The aggregate investment will approximate \$1,200,000.

## Ralph Ince to Direct "Birds of Prey" for Columbia

The success achieved by Ralph Ince in directing "The Lone Wolf Returns" for Columbia Pictures has resulted in his being chosen to direct two more productions for that company. He is directing "Paying the Price" at the present time, besides playing one of the important roles in the picture. He is also scheduled to direct "Birds of Prey" for which production plans are now being outlined. The cast has not been disclosed, the names of the players being under consideration.

## Geo. Zigiob, Leading Lorain Exhibitor, Passes Away

George Zigiob, 32 years of age, and one of the leading exhibitors and theatre owners of Lorain, Ohio, died last week. Zigiob had been in poor health for the past year. He owned and operated the Dreamland, Cosy and Palace. He also owned the building which contains the Paris Theatre, run by George Shenker. Miss Zigiob has been running the theatres during her brother's illness. Zigiob is survived by his widow and four small children.

## J. Victor Wilson Returning to Brooklyn from Florida

A telegram received last week by Sol Manheimer, in Watertown, carried the first news that Dr. J. Victor Wilson had survived the hurricane in Miami, and was returning to Brooklyn. Before going to Florida as manager of Spiegel theatres, Dr. Wilson had been handling the Robbins theatres in Watertown. The telegram also carried the information that Dr. Wilson had lost everything.

## Adoption of Australian Duty Increase Bill Improbable

Although the Australian Parliament still has under consideration the bill to increase the duty on motion picture films imported into the country, its adoption is believed doubtful, according to reports to the Department of Commerce from the assistant trade commissioner at Melbourne.

## Foreign Trade of F. N. Increasing 25%

THE first nine months of the year saw the foreign department of First National, under the management of E. Bruce Johnson, average an increase of 25% over the same period of last year. The total increase amounts to \$701,533.01. Last year's figures were \$2,905,037.80 while this year's totaled \$3,606,570.81. With the season still in its infancy Johnson predicts a substantial increase before the end of the year.

## New York State Grants Eight Incorporation Charters

Motion picture companies incorporating in New York State during the past week, included the following, the amount of capitalization and the names of the directors being given: Brenda Pictures Corporation, capitalization not specified, Louis J. Rosett, Allan Deutsch, Samuel Hart, New York City; 182 West 102nd Street Corporation, capitalization not specified, John J. McGinty, Mabel R. O'Shaughnessy, Sylvia Brown, New York City; Endicott Amusement Corporation, capitalization not specified, Benjamin M. Nathan, Gladys Barnett, Kate L. Zimmerman, New York City.

President Amusement Corporation, \$5,000, Santa Pellegrino, Charles Singale, Lee Zappala, Brooklyn; 137 West 48th St. Leasing Corporation, capitalization not stated, Louis S. Weiss, John F. Wharton, Odin Gustafsen, New York City; Charles P. Davis Productions, Inc., \$30,000, Charles P. and L. K. Davis, L. M. Greenberg, New York City; Sam H. Harris Productions, Inc., \$50,000, Charles Berg, Edward J. Clark, Theodore Lesser, New York City; Markemp Corporation, \$10,000, Eugene S. Marx, Milton and J. Kempner, New York City.

## "Out of the Inkwell" Films, Inc., in Receivership

Max Fleischer, for the past six years president of "Out of the Inkwell" Films, Inc., through his counsel, N. William Welles, has submitted a bill in equity to the United States District Court for the Southern District of New York, requesting the appointment of a receiver for that corporation.

The bill in equity alleges that the company is solvent, but Mr. Fleischer states that the action of a film laboratory has forced it to seek the protection of the courts in order to work out its problems. The appointment of the receiver will insure the corporation its continuance in business. Max Fleischer will continue in active management of the company.

## Blanche Sweet Signs to Star in Fox Film Pictures

A contract has been signed by Blanche Sweet with the result that she will be seen at the Fox Films West Coast studio for some time to come. The star will portray the leading role in John Griffith Wray's production, "Love o' Women," adapted from an original story by Adela Rogers St. Johns.

## Cranfield and Clarke, Ltd. Holds Sales Convention

At the Canadian offices of Cranfield and Clarke of Canada Limited in Montreal, W. F. Clarke of Cranfield and Clarke, New York, has been holding a sales convention. Among those in attendance were R. J. Romney and E. L. Lingley, of the Toronto office; George A. Balsdon, Montreal; J. M. Anderson of St. John and W. A. Noble, of Winnipeg. Enthusiasm was displayed at the prospective 1926-27 business. The convention moved to Toronto after completing the business in Montreal. At Toronto a conference was held at which many important matters were discussed, such as production in Canada, the opening of a new office in Vancouver and the further expansion of sales.

## Lists October and November Releases for Preferred

J. G. Bachmann, producer of Preferred pictures, has announced that on October 15th first playdates will be taken on "Shameful Behavior?" a farce comedy based on Mrs. Belloc Lowndes' story, and featuring Edith Roberts, Harland Tucker, Richard Tucker, Martha Mattox and Grace Carlyle. The first showing of "His New York Wife" will be held on November 15th.

## Hawn New Publicity Director of Feature Productions

John W. Considine, Jr., president of Feature Productions, Incorporated, announced last week his appointment of Gavin Campbell Hawn as director of publicity for his organization. Hawn is well-known in the publicity field and was formerly West Coast manager of Motion Pictures Today.

## Queen Marie Harn't Accepted Film Offer

NO arrangements have been entered into with any American film company whereby it will be permitted to take motion pictures of Queen Marie of Roumania during her visit to the United States, it was announced from the Roumanian Legation this week. Rumors that an offer of \$25,000 had been made and accepted for the privilege brought prompt denial from Roumanian diplomats in Washington, where it was declared nothing was known of the proposed arrangement. "Under the 1864 guarantee to every citizen of free countries by their constitutions, no citizen can be prevented from writing anything he desires," it was pointed out in the official statement of denial.

"A certain film company is reported to have announced that an offer of \$25,000 has been made to Her Majesty the Queen for Her Majesty's appearance before the camera. The film company had all the liberty to do so. But there is a long way from offer to acceptance. This legation has no knowledge whatsoever of Her Majesty's alleged desire to swell her 'charities fund' nor of the 'unofficial assurance' that the Queen will accept such an offer. If anybody gave such assurance it was done without the consent of Her Majesty the Queen or of this legation."



# Grainger Holds Fox Sales Meet

## Outlines Plans for Next Five Months to Branch Managers Prior to Chicago Trip

**J**AMES R. GRAINGER, general sales manager for Fox Films, held a sales conference in his New York office this week which was attended by branch managers off the line of his last trans-continental tour. Selling plans for the next five months were outlined and Mr. Grainger told the visiting executives of the work which is now being accomplished.

One of the results of the intensive campaign which has been carried on through every territory is the fact that more theatres will show Fox product this season than ever before in the history of the company, said Mr. Grainger. While the work of the sales force up to the present time has been all that could be expected, he continued, yet there must be a never-ending effort on the part of each man in the organization to hold the record that has been established.

Mr. Grainger likewise reminded his managers that the company's greatest production efforts are yet to come, naming "What Price Glory", "One Increasing Purpose", "7th Heaven", and "The Music Master" among others.

Warm tribute to the capabilities of Winfield R. Sheehan, vice-president and general production manager for the pictures turned out thus far, was paid by the sales head of Fox. The sales force was also addressed by William Fox who lauded the work of both sales and production departments.

Those attending the conference were: District Managers Lou Remy of Dallas, Harry Campbell of Boston, George W. Fuller of Washington, W. C. Bachmeyer of Cincinnati and Ira H. Cohen of Kansas City;

Branch Managers Harry Buxbaum of New York, Bill Kupper of Pittsburgh, Joe Lee of Northern New Jersey, Harry Gibbs of New Haven, Izzy Schmertz of Albany, Ward E. Scott of Cleveland, Rudolph Knoffle of Cincinnati and Lester Sturm of Detroit; Home Office Representatives William J. Clark, and Max Milder; Assistant Sales Manager Jack Sieheman, Assistant Short Subject Sales Manager George Roberts, Milton Schwartz, Nat Finkler, and Assistant Manager Eddie Schnitzer of New York.

Following the conference Mr. Grainger started off on a four weeks' sales trip during which he will visit branch offices in Chicago, St. Louis, Kansas City, Omaha, Des Moines, Denver, Seattle, San Francisco and Los Angeles.

## Changes Made in Universal Story Department

The scenario staff at Universal City underwent a realignment this week. Edward Montagne, under whose jurisdiction all of last year's program was made, remains as head of the department. He recently returned from New York with the announcement of the purchase of many important stories for the coming schedule. Joseph Franklin Poland has been made associate editor in charge of feature continuities. Charles Logue will hold a similar position handling dramatic features. Frank Beresford continues as head of the story department. Under his supervision are Gladys Lehman, Reva Love Weil, Nan Cochrane, Dr. Ernst Redlich and Mrs. Lois Kennedy. Faith Thomas continues as executive secretary to Mr. Montagne.

Among the contributing authors to the year's schedule are: Peter B. Kyne, Stuart Lake, Harvey Thew, Rex Taylor, Al Kenyon, Marion Orth, Katherine Newlin Burt, Al Cohn, Richard Barry, Edwin Mayer, Byron Morgan, James Oliver Curwood, William Dudley Pelley, George Weston, Earl Derr Biggers and Bayard Veiller. The regular staff includes Charles Kenyon, Curtis Benton, Leigh Jacobson, Raymond Cannon, Harry Dittmar, Max Kummich, Frederic Arnold Kummer, Winnifred Katon Reeve and Hugh Hoffman.

## Story in Preparation for Norman Kerry

Evelyn Campbell is now at work on the continuity of "Too Many Women," Universal's coming production which will star Norman Kerry. The adaptation is being done from the original story by Gabriel Reuter, a newspaper woman of Berlin and Rome. Olga Linek Scholl did the English translation. The supporting cast and director have not as yet been chosen.

## Cast Being Selected for Tiffany's "Sin Cargo"

Among the principals signed for roles in "Sin Cargo," the Tiffany feature suggested by "End of Steel," a story by Johnston McCulley, are Shirley Mason, Robert Frazer, Earl Meealf, Lawford Davidson, Pat Harmon, James Maek and Billy Cinders.

## First National Advances Release Dates

**R**ELEASE dates on two First National productions, "Twinkle-toes" and "Stepping Along," have been advanced from December to November. Photography on both pictures has been completed. "Twinkle-toes" is a John McCormick production starring Colleen Moore. In "Stepping Along" Johnny Hines is the star.

## Einar Hanson Supports Pola Negri in "Barbed Wire"

Einar Hanson has been assigned an important role in "Barbed Wire," Pola Negri's next starring vehicle for Paramount, which is an adaptation by Jules Furthman and Lajos Biro of Hall Caine's story of war, "The Woman of Knockaloe." Hanson's role in the cast ranks second only to that of Clive Brook, Paramount featured player, who appears opposite Miss Negri. Hanson is now working with Corinne Griffith in a production for First National, but he will transfer his activities to the Paramount lot as soon as the final shots of the Griffith film have been taken. Besides Hanson and Brook, the supporting cast of "Barbed Wire" includes Gustav von Seyffertitz and Clyde Cook.

## Broadway Stage Actor in U. A. Swanson Film

Gloria Swanson has drawn again on the New York theatres in selecting the supporting players who will be seen in her first picture for United Artists. The star has already chosen John Boles, leading man in a Broadway musical comedy, to act in the same capacity in her production. Her latest addition to the cast is Raymond Hackett of "The Cradle Snatchers," the stage play. Hackett acted for the films about eight years ago doing work with the old Reliance, Imp and Lubin companies. Albert Parker has arranged his camera schedule to permit Hackett to alternate between the Cosmopolitan studio where the Swanson film is being made and the theatre where "The Cradle Snatchers" is playing.

## Albee in Middle West for Theatre Supervision

E. F. Albee arrived in Columbus, Ohio, on Saturday of last week to personally supervise the completion of the new Keith-Albee theatre in that city which will open about November first. It will be a combination vaudeville and picture house. Mr. Albee also attended the inaugural performance at the Orpheum Circuit's new Palace Theatre in Chicago on Monday of this week.

## Owen Moore Male Lead in "The Taxi Dancer"

The featured male lead opposite Joan Crawford in the Metro-Goldwyn-Mayer production, "The Taxi Dancer," will be played by Owen Moore. The actor has just finished working in "The Red Mill," the Cosmopolitan production starring Marion Davies. Harry Millarde will direct "The Taxi Dancer."

## "Bardelys" Premiere at Los Angeles Carthay

**W**ITH a brilliant audience of screen folk and exploitation and exterior lighting above the average, Metro-Goldwyn-Mayer's production of "Bardelys the Magnificent," the widely serialized novel of Rafael Sabatini, was given a most auspicious premiere at the new Carthay Circle Theatre in Hollywood.

A vivid electrical display was used at night to announce the event. The driveway to the theatre was lined with studio lights of various hues while before the theatre a 180,000,000 candle power searchlight, reputed to be the largest in the world, was focused on a captive balloon, more than two miles away, from which was suspended a huge sign announcing the opening. The locality for a mile around was lit up by the many beams of light used for the illumination of the theatre's exterior. Another phase of the premiere was the radio broadcasting through Station KMTR from the interior of the house with fashion experts and studio writers relaying details to the microphone.

All the arrangements were under the direction of Fred Miller of the Carthay Circle staff, and Peter Smith, publicity director at the Metro-Goldwyn-Mayer studio.



# Winfield R. Sheehan in East

Visiting Fox Headquarters to Confer  
on Plans for Present and Future Films

**I**NTERRUPTING prolonged activities at the company's studios in Los Angeles, Winfield R. Sheehan, vice-president and general manager of Fox Films, is now at headquarters in New York City for the purpose of conferring with William Fox and other executives in connection with the present and future productions scheduled for both the New York and West Coast studios.

Mr. Sheehan, upon his return from Europe last fall, went almost immediately to Los Angeles, and with the exception of a brief visit to New York in February, has been constantly at the company's studios in Hollywood. From the time of his arrival last fall until his departure a week ago, the Fox West Coast studios have experienced the greatest activity in their history. And that activity has not been solely confined to the production of pictures. More than half a million dollars have been expended in improvements at the studios in Hollywood and the 125-acre outdoor studio at Fox Hills and work on further improvements tending toward the complete equipment of the properties with everything that

will facilitate production activities, is now under way.

Mr. Sheehan's greatest work, however, has been in connection with the supervision of the entire West Coast production department. Since his arrival in Hollywood last fall, 63 feature productions, costing more than \$10,000,000, have been made. Included in these productions, many of which have already been released, are "What Price Glory," "3 Bad Men," "Fig Leaves," "The Return of Peter Grimm," "The Country Beyond," "Sandy," "Womanpower," "Marriage License," "No Man's Gold," "The Lily," "The Midnight Kiss," "The Great K. & A. Train Robbery," "Whispering Wires," "Going Crooked," "The City," "The Family Upstairs," "The Blue Eagle," "The Flying Horseman," "One Increasing Purpose" and "Summer Bachelors."

In production at the present time are: "The Monkey Talks," "On the Wings of the Storm," "Gaby," "Mother Machree," "The Music Master," "The Auctioneer" and "Bertha, the Sewing Machine Girl."

Soon to go into production will be the John Golden stage play, "7th Heaven," a part of which will be made in and around Paris by Frank Borzage, the director, who is now enroute to the French capital; "Cradle Snatchers," "Is Zat So?" "The Holy Terror," "Frozen Justice" and a number of others. Added to these feature pictures, 52 comedies, 26 Fox Varieties, 104 issues of Fox News, have been produced.

To Mr. Sheehan also belongs the credit for having brought a number of newcomers into the Fox organization. Among these are Janet Gaynor, Olive Borden, Sally Phipps, Nancy Nash, Charles Farrell, Richard Walling and Barry Norton. He also placed Raoul Walsh, Alfred E. Green, F. W. Murnau, Allan Dwan and Irving Cummings — all prominent directors — under contract, and they, in addition to Frank Borzage, Victor Schertzinger, John Ford, J. G. Blystone, Howard Hawks, Lew Seiler, Harry Beaumont, George Melford, John Griffith Wray, R. William Neill, Benjamin Stoloff and Scott Dunlap are now handling megaphones in the Fox studios.

## Mary Brian Loaned to F. B. O. for Witwer Story

The leading feminine role in "Her Father Said No," F. B. O.'s forthcoming Gold Bond, adapted from the H. C. Witwer story, "Charlotte's Ruse," will be played by Mary Brian, the Famous Players-Lasky star loaned to F. B. O. Kit Guard and Al Cooke, the two F. B. O. stock comedians, will be part of the specially chosen cast to support Miss Brian.

## Fox Films Obtains Screen Rights to "Mud Turtle"

William Fox has acquired the screen rights to "The Mud Turtle," Elliott Lester's stage play which was produced on the New York stage last season.

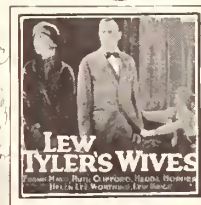
## F. Nat'l Man Broadcasts Fire Prevention Address

**I**N his fifteen minute talk over Station WTIS, Hartford, Connecticut, on the evening of October 2nd, R. G. Sidley, of First National Pictures, particularly emphasized the organized and systematic care assumed by the motion picture industry from Will Hays down to the film boards in developing the spirit of fire prevention consciousness, the maintenance of the idea of "safety first" in all branches of the industry. His talk, which was one of the features of National Fire Prevention Week, covered a variety of industries in their relation to fire hazards. Few of the industries with which he dealt received as many complimentary remarks as that of the motion picture.

Mr. Sidley mentioned the fact that out of the 15,000 persons who lost their lives in fires during 1925, none of them were engaged in the business of producing and distributing pictures. He spoke of the fireproof structure equipped with all fire-preventing devices that is the modern distributing branch of a motion picture company. "The great investment in these new buildings has established a standard of safety heretofore unattained," Mr. Sidley said. He also mentioned the illustrated posters and monthly bulletins issued by the Hays organization.

Another item of interest in Mr. Sidley's address was the classification by the National Board of Fire Underwriters of the position of the motion picture industry under the heading of miscellaneous causes of fire. To use his own words, "they consider that the fires caused by film were so insignificant, in contrast to those in other industries, that they were not listed separately but under the heading of miscellaneous causes."

## SIGN POSTS to on the road PROFIT



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## Johnny Hines Organization to Leave for West Coast

C. C. Burr, producer of the Johnny Hines pictures for First National, plans to bring the Hines organization to the West Coast where "Mortimer's Millions," the comedian's next feature comedy, will be produced with the First National Burbank plant as the probable studio. Mr. Burr plans to leave New York at once to make all necessary arrangements for the production. He will be followed by the comedian and his brother and director, Charles Hines, about October 20th. No studio, technical nor camera staff will be taken to the Coast from New York, it is asserted.

## John F. Goodrich Signed to Write for Paramount

John F. Goodrich, scenarist, has signed a long-term contract to write for Paramount. Some of his more recent works have been the adaptation of Hermann Hagedorn's story of "The Rough Riders," a Paramount special based on the career of Theodore Roosevelt and his renowned cavalry regiment in the Spanish-American war; and the screen plays "Puppets" and "Men of Steel."

## Seventy-eight-Year-Old Actor in "Atta Boy"

Appearing with Monty Banks in the latter's Pathe comedy feature, "Atta Boy," is the seventy-eight-year-old actor, Albert Fisher, one of the "grand old men" of the stage and screen. The veteran, who plays the part of Banks' grandfather in the new comedy, an original by Charles F. Horan, has played all parts; low and light comedy, comedy old men and strong sympathetic roles.

## Advance Release Date for "Syncopating Sue"

The release date for "Syncopating Sue," Corinne Griffith's latest starring vehicle, has been advanced by First National from November to October 17. The change was made in order to secure Lieber Month playdates for this production which is considered by First National officials as even bettering Miss Griffith's "Classified."

## Changes in Warner Bros. Foreign Field Force

**F**OLLOWING the announcement of the contemplated expansion of production and sales in the foreign field the Warner Bros. have made two important changes in executives in England. Arthur Clavering, formerly managing director of the Film Booking Offices, Ltd., has been made managing director of the Vitagraph Company, which company will in the future handle the Warner product abroad. The second appointment is that of Mrs. Leila Stewart, who has been placed in charge of the publicity for the Vitagraph Company. Herman Starr, home office executive, has been in Europe for the past seven weeks completing plans for extended representation and a wider distribution of the Warner product.

## Announce Premiere of "Sorrows of Satan"

**O**NE of the outstanding events in the New York picture world will be the premiere of D. W. Griffith's "The Sorrow of Satan," at the George M. Cohan Theatre on Tuesday night, October 12th, at 8:15. A large and distinguished audience is expected to be on hand to witness the picturization of the Marie Corelli novel on which the director has labored for months, and in which, it is said, he displays a new and finer technique. The cast that Griffith has assembled includes Adolphe Menjou, as the ingratiating modern Satan, Ricardo Cortez, as his chief victim, Lya de Putti in a role of greed and sin and Carol Dempster, embodying the sustaining and faithful love.

Dr. Hugo Riesenfeld has arranged a special orchestral accompaniment for the occasion. Beginning with the Wednesday matinee there will be two performances daily at 2:30 and 8:30, Sundays included.

## John Barrymore's Villon Film Has Change of Title

Supplanting all previous titles announced for John Barrymore's first production for United Artists, "The Beloved Rogue" has been decided upon as most expressive and appropriate of the characteristics and traits of Francois Villon, the French poet who is the central figure of the picture and the character that Barrymore brings to life on the screen. Conrad Veidt, the German actor who arrived in Hollywood during the week, joined the cast immediately, as the scenes in which he appears as King Louis XI of France were held up pending his arrival. The production, which is Barrymore's first independent effort, is being filmed at the Pickford-Fairbanks studio in Hollywood with Marceline Day as leading lady.

## Columbia's "Stolen Pleasures" Goes Into Production

With Phil Rosen directing a strong cast selected by Harry Cohen, vice-president and director general of production for Columbia Pictures, the next Columbia production to be put in work at the West Coast studio is "Stolen Pleasures," a story by Leah Baird, author of "The False Alarm." Helene Chadwick heads the cast, which includes Gayne Whitman, Harlan Tucker, Dorothy Revier and Armand Kaliz. Phil Rosen and his staff are busy selecting exteriors for the film, which deals with the fashionable set. J. O. Taylor, cameraman of many Columbia pictures, will handle the photography.

## Suzanne Lenglen Will Start Work Middle of January

Suzanne Lenglen, France's world champion woman tennis player, who is now in New York under the management of C. C. Pyle, manager of "Red" Grange and other celebrities, will begin working before the camera around the middle of January. Byron Morgan, author of "One Minute to Play," starring "Red" Grange, will write the story for the French tennis ace. It is expected that Sam Wood will direct.

## Blystone and Bard Again Sign With Fox Films

J. G. Blystone, Fox Films director, and Ben Bard, screen actor, have both signed long term contracts with Fox Films. Blystone's contract is of five years' duration and goes into effect immediately upon the completion of his current production, "On the Wings of the Storm," featuring Thunder, a new dog star. This will be the director's thirty-eighth production for Fox Films.

Bard, a star of the vaudeville and musical comedy worlds, made his screen debut about a year ago in a Tom Mix production. He is at present working in "My Wife's Honor," Lou Tellegen's initial production in which Dolores Del Rio and Don Alvarado are featured.

## "Tarzan and Golden Lion" Goes Into Work

Under the direction of J. P. McGowan, "Tarzan and the Golden Lion," the forthcoming F. B. O. special production was put in work last week at Chatworth, Cal. A new "discovery"—a former football half-back by the name of James Pierce—makes his screen debut in the role of Tarzan. Besides Pierce, who was chosen particularly because of his athletic form and good looks, the other players who will make their appearance in the picture are Edna Murphy and Dorothy Dunbar, D'Arcy Corrigan, Boris Karloff and Lin-Yu-Ching, a Chinese giant, who claims eight feet as his height and who weighs 300 pounds.

## "Cock o' the Walk" Gilbert's Next for M-G-M

John Gilbert's next starring vehicle for Metro-Goldwyn-Mayer goes into production next week at the Culver City studio. The film will bear the name of "Cock o' the Walk," and is based on "The Day of Souls," a novel by Charles Renny Jackson. Tod Browning will direct a script by Wlademar Young. Gilbert is now completing the featured role opposite Greta Garbo in "Flesh and the Devil," an adaptation of Sander Mann's "The Undying Past," directed by Clarence Brown.

## "Alaskan Adventures" to be Released Oct. 17th

**O**N October 17th, Pathe Exchange, Incorporated, will release "Alaskan Adventures," the six-reel photoplay and scenic that combines with adventure the mystery and lure of nature in the Northland. The film took two years in the making and records the experiences of Captain Jack Robertson, explorer, and Arthur H. Young, expert bow-and-arrow shot and big game archer, on their trip across the Arctic wastes carrying with them no weapons of defence save bows and arrows. They pledged themselves to kill no animal, bird or fish, except in case of necessity.

When the pictorial visits to the little-known parts of Alaska were completed the two adventurers had filmed the Midnight Sun, the Valley of 10,000 Smokes, the ice break-up in the Yukon, the birth of an iceberg and other scenes of nature seldom before revealed to the camera's eye.



# M-G-M's New Cross Country Ballyhoo

**"The Fire Brigade" Preview Car Begins Tour From Coast to New York This Week—Celebrations Planned for Principal Cities**

**M**ETRO - GOLDWYN-MAYER last week started the campaign of publicity on "The Fire Brigade."

Arrangements for the spectacular "fire run" of a Los Angeles fire chief car from that city to New Orleans, carrying the pre-view print of "The Fire Brigade" to the annual convention of the International Association of Fire Chiefs, have been completed.

The production of "The Fire Brigade" has consumed nearly a year. It was produced with the technical assistance of California State Fire Marshal Jay Stevens, Los Angeles Fire Chief Scott and San Francisco Fire Chief Murphy.

## Parades to Greet Car

The departure last week of the big Packard Six "pre-view car" carrying the prints of the picture from Los Angeles will be made a huge civic affair in that city. Practically the entire fire department of the city will participate in the ceremonies, as will May Cryer, Louis B. Mayer, head of the big Culver City studios; Hunt Stromberg, William Nigh and members of the cast. A parade will usher the car on the first leg of its journey with Fire Chief Scott driving the pre-view car the first fifty miles. Similar receptions will be accorded the car en route to New Orleans in all cities along the line, as well as from New Orleans to New York, where the first public showing of the production takes place. In every instance the car will be met on the outskirts of each city by fire engines, hook-and-ladders and other apparatus which will speed behind the car to the city hall, where civic ceremonies will be staged. Reports from a number of cities bring the news that half-holidays will be declared to honor this movement on the part of the fire chiefs of the country to raise funds for fire prevention work from part of the profits of "The Fire Brigade."



"The Fire Brigade" preview car speeded on its way from Los Angeles to New York by Louis B. Mayer, Charles Ray and May McAvoy at the Metro-Goldwyn-Mayer studios

The arrival in New Orleans of the M-G-M. car carrying the pre-view print will be one of the high lights of the fire chiefs' convention and the entire city is co-operating in an effort to make its reception there the outstanding affair of the entire run. Shop whistles, fire engine sirens and bells and church chimes will herald the arrival of the car here. The entire body of fire chiefs in convention will turn out to welcome the car, as will various departments of the city. Among those who will participate in the New Orleans convention ceremonies will be Secretary Hoover, Louis B. Mayer, Mayors and fire chiefs of this district, Hunt Stromberg, May McAvoy, Governors of different states, Bert Woodruff, who plays the part of the old chief in "The Fire Brigade," California State Fire Marshal Jay Stevens and others.

## Officials Interested in Stunt

Plans now completed indicate that the arrival in each city of the M-G-M. fire car will make this cross-country run one of the most spectacular exploitation stunts at-

tempted. The cause of the fire chief and the fireman is one that brings the ready response of every person in Federal, civic, social and club life and the receptions to be given the cross-country run of the fire car in every city are receiving the whole-hearted support of every individual approached on the matter.

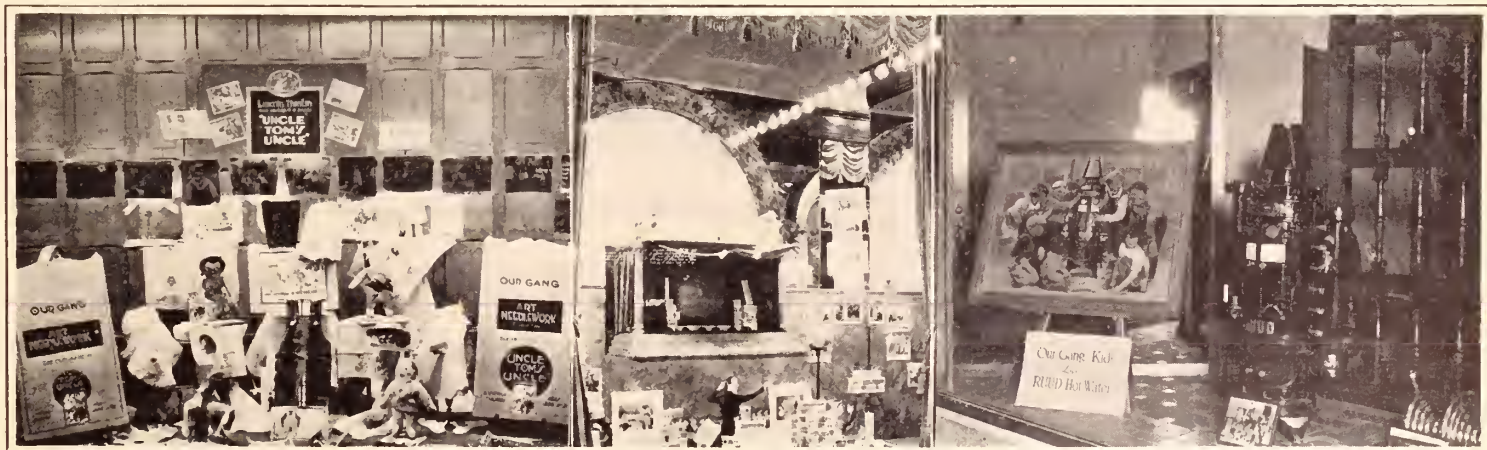
The cross-country run of the M-G-M. automobile from Los Angeles to New Orleans is under the management of Pete Smith, publicity director at the studios. From New Orleans to New York and subsequent runs will be under the charge of Howard Dietz, director of publicity and advertising assisted by William Ferguson, exploitation manager.

Those in charge of the stunt have completed plans for city-wide celebrations which will attend the arrival of the ballyhoo car in the principal towns along the route from Los Angeles to New York. The active participation of firemen's organizations who have been interested in "The Fire Brigade" picture from the start of its production is proving an important factor in making the cross-country exploitation campaign a notable advertising success. This alignment gives the exploitation stunt a direct tie-in with the municipal affairs and in consequence it is getting the active support of city officials.

## Preview Nets Good Ad Copy for "Marriage License?"

In publicizing "Marriage License?" Manager John T. Moore, of the New Theatre in Baltimore, Md., secured splendid co-operation from many of the leading ladies' social clubs of the city.

A special showing was arranged for the members of the different clubs. This resulted in bringing forth many letters from the various presidents commenting on the picture. Some of these letters were mounted on beaverboard and placed in the lobby.



"Our Gang" is crashing the windows of leading stores in the principal cities as a result of national tie-ups arranged by Pathe with manufacturers of nationally distributed articles. At the left is a display featuring needlework dolls of the Gang in the window of a store in Lincoln, Neb. Center is the "Our Gang" candy display featured by the Boston Store, Chicago. Photo on the right illustrates the display used in the New York City store of the Ruud Manufacturing Co.



# CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

## Wanted

**ORGANIST**—At liberty, due to labor troubles. Choicest references. Any make instrument but must be good. Trial engagement if desired. Slide singing. Investigation invited. Address Box 810, Motion Picture News, New York City.

**YOUNG MAN**, thoroughly competent in booking, buying and exploitation, desires position in motion picture theatre as manager or assistant manager. Large or small theatre in Chicago or Middle West. Box D, Motion Picture News, 845 S. Wabash, Chicago.

WE deal exclusively in used opera chairs, rebuilt machines, motor generators and theatre equipment. Get our prices first. Big savings guaranteed. Illinois Theatre Equipment Company, 12-14 E. Ninth Street, Chicago.

**SALESMAN**—To solicit trade for film laboratory printing and developing, also for the production and printing of commercial film. Salary or commission. State experience. Address V. L., Motion Picture News, New York City.

**WANTED**, News Reel Editor. State experience and salary expected. Address J. R., Motion Picture News, New York City.

**FEATURE ORGANIST** at liberty wishes steady position; 10 years' playing and 4 years' factory experience. Complete library; play any make organ. No Photoplays considered. Fair salary. If you need an "organist" who understands your musical needs, wire, write Frank C. Howard, Rialto Theatre, Pueblo, Colorado.

**ORGANIST**, young man, conservatory graduate, years of experience, union, large library, song slides, novelty solos and trick effects. Leaving change of house policy. Best reference from present employer. Anywhere but extreme South. Good organ essential. Organist, 309 S. Dithridge St., Pittsburgh, Pa.

**THEATRE MANAGER**—Over 10 years' experience pictures and vaudeville. Also exploitation and publicity expert. Know how to stage presentations. Furnish good references. Will accept position in any city; available immediately. In reply, state salary. Address "N-27," Motion Picture News, New York City.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

**ORGANIST**—At liberty October first. Any make organ. Wurlitzer Studio, N. Y., pupil. Twelve years picture experience. Newest slide. Community singing if desired. Choicest references. Concert reputation. Must have A-1 organ. Address Box 810, c/o Motion Picture News, New York City.

## For Sale

**FOR SALE**—Approximately two hundred opera chairs. Good condition. Glen W. Dickinson Enterprises, Lawrence, Kans.

**FINE FILM STUDIO**, brick built on latest American lines, 3 stages 150 x 70 ft. each—concreted exterior stage 200 x 100 ft. Finest situation in England; any location within 60 miles. Equipped with lighting, flats, theatre, offices, complete dark rooms. Best offer wanted. Apply Box 4, Osborne-Peacock Co., Ltd., 11, Piccadilly, Manchester.

## Equipment Wanted

WE offer highest cash prices for second-hand machines, opera chairs, compensators, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.

**WANTED** to buy. One 28 m/m and one 16 m/m optical printer. State price and condition. Address A. M., Motion Picture News, New York City.



**Come Today and See Why Yesterday's Throngs Went Wild With Surprise and Delight**



Several adroit adaptations or stock cuts and layouts suggested in the First National press book are to be found among the reproductions shown above of displays used by first-run houses to advertise "It Must Be Love." The ads shown were used by the following theatres: Rialto, Macon; Capitol, St. Paul; Palace, Ft. Worth; Imperial, Charlotte; Palace, Memphis; National, Louisville; Olympia, Miami; Capitol, Des Moines.



# THE CHECK-UP

## Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."  
The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see MOTION PICTURE NEWS—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length	Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
COLUMBIA PICTURES							FOX						
Belle of Broadway, The.....	—	2	3	—	58	5,877 Ft.	Fig Leaves .....	—	2	3	—	58	6,498 Ft.
FAMOUS PLAYERS							More Pay-Less Work .....	—	—	5	—	70	6,027 Ft.
Aloma of the South Seas.....	—	—	9	2	75	8,514 Ft.	No Man's Gold .....	—	—	4	1	76	5,745 Ft.
Fascinating Youth .....	—	—	11	—	70	6,882 Ft.	METRO-GOLDWYN-MAYER						
Fine Manners .....	—	2	3	—	58	6,435 Ft.	Battling Butler .....	—	—	8	1	73	6,970 Ft.
Mantrap .....	—	—	5	—	70	6,077 Ft.	Boy Friend, The .....	1	—	4	—	60	5,534 Ft.
Nell Gwyn .....	1	—	7	—	64	6,741 Ft.	La Boheme .....	—	—	4	1	76	8,781 Ft.
Show Off, The .....	1	—	7	—	63	6,195 Ft.	Waltz Dream, The .....	—	—	7	1	74	7,322 Ft.
Variety .....	—	—	4	2	76	7,804 Ft.	PATHE						
You Never Know Women.....	—	2	5	—	61	6,064 Ft.	Devil Horse, The .....	1	—	4	—	60	5,853 Ft.
FILM BOOKING OFFICES							UNITED ARTISTS						
Bigger Than Barnum's .....	—	3	3	—	55	5,391 Ft.	Black Pirate, The .....	—	—	4	3	73	8,200 Ft.
Devil's Gulch, The .....	—	1	4	—	64	4,828 Ft.	Son of the Sheik, The.....	—	—	3	6	90	6,685 Ft.
Laddie .....	—	2	3	—	58	6,931 Ft.	Sparrows .....	—	2	3	—	58	7,763 Ft.
One Minute to Play.....	—	—	3	2	82	7,713 Ft.	UNIVERSAL						
FIRST NATIONAL							Flaming Frontier, The .....	—	1	6	2	73	8,829 Ft.
Amateur Gentleman, The .....	—	2	3	1	64	7,791 Ft.	Poker Faces .....	1	—	3	1	70	7,803 Ft.
Duchess of Buffalo, The.....	—	—	5	—	70	6,940 Ft.	Wild Horse Stampede, The...	—	—	4	1	76	4,776 Ft.
Into Her Kingdom.....	1	—	6	—	63	5,855 Ft.	WARNER BROS.						
Men of Steel .....	—	—	3	2	82	9,153 Ft.	Hero of the Big Snows.....	—	—	5	—	70	4,745 Ft.
Pals First .....	—	3	5	—	59	6,834 Ft.	So This Is Paris.....	1	1	4	—	57	6,135 Ft.
Senor Daredevil .....	—	—	5	3	81	6,402 Ft.							

FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,  
729 7th Ave., New York City

Date,.....

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor

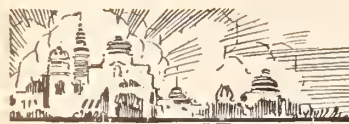
Class of patronage.....

Theatre.....

Population of Town.....

City..... State.....





# Studio Briefs



Approximately one hundred members of the "Wings" unit have left Hollywood for San Antonio, Texas, the location where the spectacular battle scenes which will figure so prominently in the course of the film will be photographed. This mammoth sequence in which more than eight thousand troops will participate on the ground and three hundred fliers in the air in the reproduction or re-enacting of the famous battle of St. Mihiel. The production unit is scheduled to remain in San Antonio for about two months.

Julian Moss and Sidney, the playwright team organized several years ago at New York University, has been acquired as a scenario writing duo at the M.-C.-M. studio. Their first task will be the writing of an original comedy drama as yet untitled.

J. G. Bachmann's newest Preferred picture, "His New York Wife," was held up for forty-eight hours, when the director, Len Abrams, was taken ill and was unable to proceed with the feature. Doctors declared that he would not be able to resume activities for several weeks. Albert Kelly was re-engaged by Bachmann to complete "His New York Wife," which is being made at the Mack Sennett studio. Alice Day has the title role.

Because Luther Reed has not yet recuperated from the operation for appendicitis that he underwent upon completing "The Ace of Cads," a short time ago, William Le Baron, associate producer at the Paramount Long Island studio, has postponed the starting date to September 27th. William Powell has been added to the cast which includes Lois Wilson, Ricardo Cortez, Lya De Putti and Mary Alden. Reed is now at White Springs, West Virginia, where he is conferring on the story of "New York" with Forrest Halsey, who wrote the screen play after being co-author with Barbara Chambers on the original story.

The first of the two Arthur Somers Roche stories, "Wolf's Clothing," a serial now running Hearst's "Cosmopolitan," to be included in the twenty-six Warners Winners, will soon be put into production with Patsy Ruth Miller and Monte Blue heading the cast. Blue is at present in New York, where he is resting from his strenuous exertions in "Across the Pacific." Miss Miller is expected in New York in a week also. As soon as they are sufficiently rested they will return to Hollywood, where production will be started immediately. The director and supporting cast have not yet been decided upon.

Paula Howard, a Hollywood schoolgirl, who has risen rapidly in the screen world during the past year, is the latest player to be added to the cast of "Jewels of Desire," a Metropolitan production starring Priscilla Dean. Miss Howard is a protegee of Marie Prevost and made her first appearance on the screen in the latter's "For Wives Only."

Besides Louise Brooks, Lawrence Gray and Evelyn Brent, the principals of Frank Tuttle's Paramount picture, "Love 'Em and Leave 'Em," Dorothy Hughes has an

important role. Miss Hughes made her screen debut in D. W. Griffith's "The Sorrows of Satan." She also did her share in "The Quarterback" and "The Popular Sin."

Dr. Alexander Arkatov, the Russian director whom J. G. Bachmann brought to America to make Preferred pictures, is writing an original Russian story as his first American production. Contrary to previous announcements, the director will not make "Studies in Wives" until later in the year. His new story will probably be released under the title of "The Aristocrats."

The Warner Bros. production, "While London Sleeps," starring Rin-Tin-Tin, is now well under way under the direction of Walter Morosco, who is also the author of the story. During the past week, the sequences dealing with the Limehouse district of London were shot. Supporting the dog star in "While London Sleeps" are Helene Costello, Walter Merrill, De Witt Jennings, Otto Mattiesen, Carl Stockdale, John Patriek and George Kotsonaros.

Jack Nelson, director, has been added to the directorial staff of Chadwick Pictures corporation. He has not been assigned to a unit as yet but will probably direct either "Sunshine of Paradise Alley" or "Shamrock and Roses." Both pictures will be started within two weeks.

Willis Goldbeck, scenario writer, who prepared the continuity for Rex Ingram's "Marie Nostrum," has been assigned the preparation of the script for "The Garden of Allah," which Ingram will film abroad for Metro-Goldwyn. Goldbeck, not yet thirty years of age, is an Ingram discovery. He was a motion picture fan magazine writer when the director engaged him to handle the publicity for "The Prisoner of Zenda." He also prepared the scenario of "Searamouche."

The male lead opposite Clara Bow in "It" will be played by Antonio Moreno, who was recently seen in "Marie Nostrum" and "The Temptress." Miss Bow is now on location at San Antonio, Texas, where she is playing the leading feminine in "Wings." She has also recently played in "Mantrap" and "Kid Boots." "It" is Miss Bow's first starring vehicle under her new contract with Paramount.

Scott Dunlap has returned to Fox Films to direct "Desert Valley," starring Buck Jones. Virginia Brown Faire has the feminine lead and Malcolm White is the heavy. Others in the cast are: J. W. Johnston, Eugene Palette and Charles Brinley. Dunlap has directed many Westerns in the past, many of which starred Harry Carey. He has turned out thirty-two features for leading producers.

Greta Rue, blonde German ingenue, whose work on the Berlin stage and in pictures attracted the attention of Metro-Goldwyn-Mayer officials, has been signed to a contract as a stock player. She will be given an intensive course of studio training, and will then be entrusted with important roles in future productions. No announcement has been made as to her first assignment.

Carmelita Geraghty has been assigned one of the leading roles in "Jocelyn's Wife," the Tiffany production starring Pauline Frederick. The story was suggested by the novel of the same name by Kathleen Norris.

On November 8th, Frank Lloyd will begin production on his second picture for Paramount. He will make "Children of Divorce," an adaptation from Owen Johnson's novel of that name as yet unpublished. Lloyd has just recently completed his first production for Paramount, "Eagle of the Sea."

All shooting on "The Missing Link" was taken on board ship last week under the direction of Chuck Reisner, who is making rapid progress with the production and continually augmenting the cast, which is already assuming large proportions. The cast supporting Syd Chaplin, who is starred in "The Missing Link," includes Ruth Hiatt, Crauford Kent, Sam Baker, Theodore Lorch, John T. Murray, Joseph Swickard, Henry Barrows and John Patriek.

Having completed the final cutting and editing of "The Knight Before Christmas," the last chapter of the "Bill Grim's Progress" series, Director Arvid E. Gillstrom expects to begin work soon on a feature production for F. B. O.

In Leo Maloney's next Western production for Pathe, "The Outlaw Express," the Western star does some difficult riding. He guides a team of six mountain horses along a mountain road at a fast pace. "The Outlaw Express" is scheduled for release on November 14th. Maloney himself directed.

Claude Gillingwater, veteran character actor of the stage and screen plays an important role in "Barbed Wire," Pola Negri's next starring vehicle for Paramount. Members of the cast previously chosen are Clive Brook, Einar Hanson and Clyde Cook.

Michael Curtiz, European director under contract with Warner Bros., devoted last week to the shooting of the prologue of "The Third Degree," in which Dolores Costello is starred with Louise Dresser in the leading supporting role.

The Metro-Goldwyn-Mayer writing staff has been augmented by the addition of Vernon Smith, short story writer, scenarist, and for the past year head of the scenario department at the Mack Sennett studio. Smith is now busy with the continuity for "Frisco Sal," an original story by Edmund Goulding. He is regarded as an excellent comedy constructor, having written many of Harry Langdon's earlier screen vehicles. He is the creator of the Smith family series produced by Sennett.

## Lawrence D'Orsay Added to Cast of "Popular Sin"

Lawrence D'Orsay is the latest addition to the cast of "The Popular Sin," the Monta Bell story which Malcolm St. Clair is directing for Paramount with Florence Vidor in the starring role.



## Short Subjects and Serials

### Feature Version of Pathe Tunney Serial

**P**ATHE EXCHANGE, INC. announces a feature version of the Patheserial, "The Fighting Marine," starring Gene Tunney, the recently crowned heavyweight king of the prize ring. This Pathe production contains the dramatic highlights of the serial and retains many of the daring and hair-raising escapes in which the popular ex-Marine figures. It is claimed that the interest is heightened by the shortening of the serial to feature length. The thread of mystery that runs throughout the entire length of the story is presented in the feature with rapid-fire action and with a surprising finish.

Included in the cast of the feature version of "The Fighting Marine," are Walter Miller, Marjorie Gay, Virginia Vance, Frank Hagney, Sherman Ross, Mike Donlin, Wally Oettel, Jack Anthony, and Anna May Walthall.



Scenes from the Educational-Tuxedo two-reeler, "The Humdinger"

### Start Work on "The Fighting Kangaroo" Fox Imperial

Jules White has just started work on a new Fox Imperial comedy, "The Fighting Kangaroo," with Lige Conley and Mildred June playing the principal roles.



Shots depicting the comedy to be found in the Fox Films comedy, "Dizzy Dancers."

## Castle Films Lists Product

Will Release 26 "Short Shots" and Like Number of "Castle Novelties"

**C**ASTLE FILMS will release two series of 26 single reels during the 1926-27 season known as "Short Shots" and "Castle Novelties" respectively and also a series of 13 half reels titled "Music Legends."

Eugene W. Castle, head of the company bearing his name, is one of the pioneers of the film business, having started back in the days of the Mutual Company. He has seen service in many branches of the

industry, at one time as West Coast editor for one of the national news reels and in the laboratory end; Mr. Castle was with the Gaumont Company for four years.

"Short Shots" releases contain a variety of subjects gathered throughout the world; the "Castle Novelties" are views of natural and man-made wonder spots of the world; "Music Legends" are a combination of story with scenic backgrounds and are so produced as to be adaptable to orchestras.

The following distributors are handling the Castle single reel product throughout the United States:

In Illinois and Northern Indiana, the Security Pictures Company, 808 South Wabash Avenue, Chicago; Cleveland and Cincinnati territories, Lande Film Exchanges; Eastern Pennsylvania, Liberty Film Corporation, 1339 Vine Street, Philadelphia; New England States, Golden Distributing Company, 57 Church Street, Boston; and New Haven; in the Northwest, Greater Features, Inc. Seattle, Portland and Butte, San Francisco and Los Angeles Cooperative Film Exchanges; Minnesota, Screen Classics Corp., Minneapolis. Film Distributors, Ltd., London are the general agents of Castle Films for Europe.

### All Short Subject House Success in Boston

**A**FIVE weeks' engagement of all short-subject programs at the Repertory Theatre in Boston has been pronounced a "box office success" by the management of the house. During the regular season the Repertory offers dramatic stage productions by a stock company. The house was opened five weeks in advance of the season with picture programs made up exclusively of short subjects distributed by Pathe. Admission charge was 50 cents. Season tickets were sold for \$5. The theatre served refreshments during intermissions.



## Resume of Current News Weeklies

**KINOGRAMS NO. 5227:** New York City—Suzanne Lenglen arrives to play pro tennis and is met by Red Grange; Berlin, Germany—Daredevilism is latest fad in Fatherland; Plymouth, Vt.—Kin of President Coolidge form old-time dance orchestra and sign up for vaudeville; Chicago—Spectacular blaze imperils firemen when a huge soap factory goes up in flames; Los Angeles—Talk about big men! Somewhere in England—Rumble of war tanks again heard in the land; San Francisco—Here's the swimmer, which measures your kick in the water.

**KINOGRAMS NO. 5228:** New York City—World's series is on; Philadelphia—Gene Tunney pays party call at scene of his triumph and is given colorful reception; Amritsar, India—Wrestlers battle in holy city before queer crowd of native fans; Cambridge—Harvard loses in first game of season to Geneva College; Philadelphia—200,000 fill Sesqui Stadium for great mass in celebration of American Independence; Merion, Pa.—Mrs. Stetson wins final of national golf tournament for women; Washington, D.C.—Bucky Harris is married to Miss Sutherland, and the President and Mrs. Coolidge attend.

**PATHE NEWS, NO. 81:** Plymouth, Vt.—Relatives of President form old-time dance orchestra; Kiel, Germany—U. S. S. *Memphis* visits Germany; Traustein, Bavaria—Alpine town celebrates 800th anniversary; New York City—Suzanne Lenglen again visits U. S.; Southeast Russia—Soviet Government sends high official to visit Cossack regions; Kansas City, Mo.—Marion Talley welcomed by home town; Sofia, Bulgaria—King Boris to visit America; Governor's Island, N.Y.—Major-General Summerall to take new post; Ponca City, Okla.—Girls under 12 hold beauty contest all their own; Kiel, Germany—Join Navy and climb a rope; Athens, Greece—New Condylis Government quells serious mutiny; New York City—Opening World Series; Pensacola, Fla.—Hurricane damage in Pensacola placed at \$3,000,000; Baltimore, Md.—Speedboats vie for honors in national regatta; Aurora, Ind.—Speedboats vie in Loughrey Club regatta; Buffalo, N.Y.—Dedicate municipal airport; New Haven, Conn.—Parachute jumper in thrilling leap from plane.

**PATHE NEWS, NO. 82:** New York City—Putnam Arctic Expedition returns from Greenland trip; Johannesburg, South Africa—Thousands rush to new Transvaal diamond field; Philadelphia, Pa.—Gene Tunney gets great ovation on Sesqui visit; Quebec, Canada—New Governor General comes to Canada; Lincoln, Neb.—Vice-President Dawes and General Pershing go hunting; New York City—Vincent Richards turns professional; Tulsa, Okla.—"Miss America" welcomed home; Lexington, Ky.—Bobby Jones plays exhibition match; Ironwood, Mich.—Save forty-three miners after five-day entombment; Constantinople, Turkey—Turkish capital honors Independence Day; Los Angeles, Cal.—Charleston on top of airplane, 2,000 feet up; St. Louis, Mo.—Third game of world series; Philadelphia, Pa.—Celebrate solemn pontifical mass of thanksgiving for 150 years of U. S. independence; Atlanta, Ga.—Again start work on Stone Mountain Confederate Memorial; Pittsburgh, Pa.—Pat McDonough wins municipal golf championship; Merion, Pa.—Mrs. Stetson victor in U. S. women's golf tournament; Ann Arbor, Mich.—University of Michigan beats Oklahoma A. and M. in football battle.

**INTERNATIONAL NEWS, NO. 79:** New York City—Triumphal welcome home for Gene Tunney; Laurel, Md.—Driver near death in thrilling auto race; Bethlehem, Pa.—Express trains wrecked in disastrous collision; Mobile, Ala.—Florida hurricane sweeps gulf coast; New York City—Former Secretary of State

Hughes returns from holiday tour of Europe; Paris, France—Tottering old taxi leaves for American Legion convention in Philadelphia; Syracuse, N.Y.—Among notables at Democratic State Convention; Philadelphia, Pa.—Famous 79th division gathers for muster; Easton, Pa.—Smoking ruins in wake of \$125,000 night blaze; Camp Meade, Md.—War tanks blown up in test of explosives; St. Louis, Mo.—Cardinals and Yanks win league pennants; In the Rocky Mountains—Vast flock of sheep moving to winter homes; Versailles, France—French acrobatic flyer in amazing exhibition.

**INTERNATIONAL NEWS, NO. 80:** Rheims, France—Balloon racers compete for European title; Chicago, Ill.—Spectacular blaze gives city workers thrill; Underwood, Wash.—Game salmon battle vainly to reach "home" waters; New York City—Suzanne Lenglen arrives to gather American dollars as professional; Des Moines, Iowa—Governor Hammil presents F. L. Maytag, with most valuable medallion ever coined; New York—Senator James W. Wadsworth, Ogden Mills, Judge Robert Wagner, Governor Al Smith; Philadelphia, Pa.—Sad scene for thirsty at \$125,000 liquor bonfire; Boston, Mass.—Hub boxer given belt of featherweight king; Portland, Ore.—Animal contenders train for alley championship; Monkey Island, Milwaukee, Wis.—Movie man learns some new facts about monkeys; Gloversville, N.Y.—Beagles show fine points in Adirondack club meet; Philadelphia, Pa.—Football season opens; Berlin, Germany—Germany experimenting again with motorless planes; Venice, Cal.—Look out! Here comes a flying dragon; Bucharest, Rumania—Interesting film studies of Queen Marie.

**INTERNATIONAL NEWS, NO. 81:** Glendale, Cal.—New dirigible under way made entirely of metal; Everett, Mass.—Furnace fires reflect nation's prosperity; Cambridge, Mass.—First big football games; New Haven, Conn.—Yale's opening triumph revealed "huddle" system working perfectly; Chicago, Ill.—Chicago downs Florida in season's first game; Philadelphia, Pa.—Kings of dog land compete for crown; New York City—Miss Dorothy Gish returns from picture making abroad; Washington, D.C.—Bucky Harris, manager of Washington Nationals, once world's champions, weds; Tulsa, Okla.—"Miss America" welcomed joyously by home town; San Francisco, Cal.—Brand new ways to cross the ocean blue; Southampton, England—How about a motorboat you can carry in your pocket? Charleston, S.C.—"New Britain" wins grim race with death; Elgin to Chicago, Ill.—Bike riders speed over roads in distance race; Philadelphia, Pa.—250,000 join in prayer at Sesqui-centennial mass; New York City—Queerest bird in world from Africa.

**FOX NEWS, VOL. 7, NO. 102:** Stroudsburg, Pa.—Gene the Marine finishes his strenuous training; Venice, Italy—Hundreds of artistically decorated gondolas take part in royal regatta; Norfolk, Va.—Daily passenger and air mail service, between this city, Philadelphia and Washington, started; Tuscaloosa, Ala.—Alabama U. football team begins training; Springfield, Ill.—Parade and massing of flags feature convention of Illinois Department of American Legion; Melbourne—Vast throng of 500,000 gives wild welcome to Pilot Cobham completing England-Australia flight; Ellenburg, Wash.—Cowboys and cowgirls compete for world title in riding broncos and wild steers; Long Beach, L.I.—High seas of Atlantic rip away Boardwalk and \$2,000,000 hotel is undermined and ruined; Norfolk, Va.—Daring drivers thrill big throng seeking dirt-track mark;

**FOX NEWS, VOL. 7, NO. 103:** Miami, Fla.—Air views of "Magic City" taken just before disaster; Paul Smith's, N.Y.—President

ends vacation and departs with Mrs. Coolidge for Washington to resume official duties; Short Hills, N.J.—Before 15,000 golf fans George Von Elm defeats Bobby Jones for national amateur title; Braemar, Scotland—King George of England dons kilts and becomes Scotsman to attend Highland games; On the Atlantic—Curiosity of journalism is complete newspaper edited and issued daily on trans-Atlantic liner; Corpus Christi, Texas—New seaport is opened to the world; Richmond, Va.—Railroad officials honor 69 veteran workers having half-century of service; Cambridge, Mass.—Squad of 110 candidates turns out for football under Harvard's new system of coaching; Los Angeles, Cal.—University of Southern California starts football with squad of 200 candidates; Forest Hills, L.I.—Rene Lacoste, of France, beats Jean Borotra for national tennis title; Washington, D.C.—Crack pilots of Pottomac's speed fleet compete in thrilling contests; Roosevelt Field, L.I., N.Y.—Paris plane crashes, burns.

**FOX NEWS, VOL. 7, NO. 104:** Philadelphia, Pa.—Gene Tunney wins world ring title from Dempsey; Florida—People of Miami survey wrecked city and begin work of reconstruction; Westbury, L.I.—Daring riding features Hurricane's defeat of Anglo-American four in open polo tournament; Chapel Hill, N.C.—The "Tarheels," football team of North Carolina U., commences work for 1926 season; Evanston, Ill.—Northwestern University football team rapidly gets into shape; Philadelphia, Pa.—The U. of Pennsylvania football team commences practice; Rome, Italy—Wild excitement prevails as third attempt is made on life of Il Duce; Springfield, Mass.—Nation's finest harness horses compete for trotting honors in Eastern States stakes; On the Atlantic—Navy's crack torpedo boats off on full power trials from Newport to Norfolk.

**FOX NEWS, VOL. 8, NO. 1:** New York City—Yankees and Cardinals meet in World's Series; Mexico City—Mexico celebrates her Mexico-Day of independence; New York City—Gene Tunney receives rousing ovation from his home town; Warsaw—Polish Government and Army stage huge demonstration in honor of seven years of freedom; Seattle, Wash.—Coach Bagshaw speeds training of Washington gridiron huskies; Buffalo, N.Y.—Canisius College football squad prepares for strenuous schedule; New Haven, Conn.—Yale's football squad undergoes training; St. Louis, Mo.—Coach Bob Mathews prepares St. Louis U. Billikins for 1926 gridiron season; Nashville, Tenn.—Vanderbilt football stars undergo final workouts as season for pigskin and gridiron draws near; Des Moines, Iowa—Fast thinning ranks of G.A.R. parade in rain; Guasti, Calif.—California contributes thirty-million-dollar crop of grapes; Wurttemberg—German Army holds great maneuvers; New York City—Bicycle racing gains in popularity; Pewsey, England—Original broadcasters of Old England hold competition for vocal championship; Camp Meade, Md.—War tanks are shattered by heavy explosives in tests conducted by U.S. Army.

**FOX NEWS, VOL. 8, NO. 2:** Lake Hopatcong—Newest sport in water is acrobatic aquaplaning; New York City—Suzanne Lenglen comes to U. S. to try her luck as professional; Troo, France—A spot few travelers ever find is this colony of cliff dwellers; Providence, R.I.—Gridiron squad of Brown University prepares for strenuous football season; Champaign, Ill.—University of Illinois football squad hard at work preparing for gridiron season; Corvallis, Ore.—Football team of Oregon Agricultural College preparing for gridiron season; Syracuse, N.Y.—University of Syracuse football squad limbering up for gridiron season; Columbia, Mo.—University of Missouri "Tigers" put through paces for gridiron season; Bloomington, Ind.—University of Indiana football squad in preparation for gridiron season; Wales—Great herds of sheep in Welsh mountains driven down to pens for season's dip and clip; Sandusky, Ohio—How prohibition helps the homes; Louisiana—Forty gushers have been struck here in 2 months.



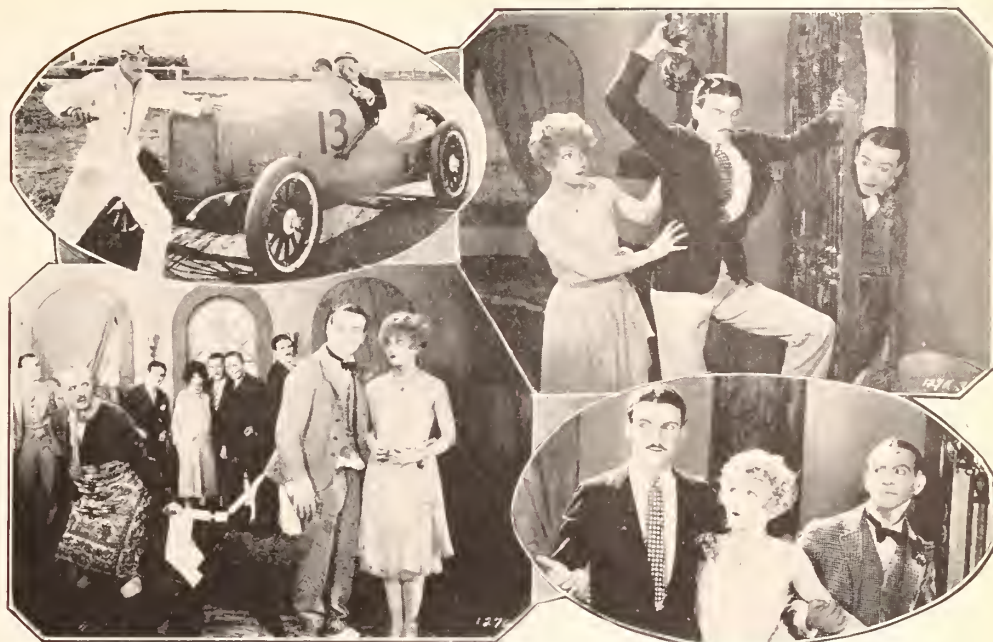
## New Serial Endorsed For Junior Matinees

TWO prominent Womens' Club associations in California have endorsed the new Pathe serial "Snowed In" for presentations at Junior matinees, and commended the picture for the wholesome quality of its entertainment.

Mrs. John Vruwink, Chairman Junior Matinee Committee, C. F. W. C., Los Angeles District, in a letter to Pathe officials in which she highly commends the picture, said, "We are glad to approve its use at Junior matinees and to tell you that we consider it a great improvement over other serials approved for use earlier in the year."

The State Chairman of Motion Pictures, California Federation of Women's Clubs, wrote: "I heartily endorse this picture, not only for Junior matinees, but as a picture that any adult audience will enjoy."

"Snowed In" features Alleen Ray and Walter Miller. It is being screened at previews for various organizations.



Scenes from "George the Winner," one of the "Let George Do It" series produced by Stern Bros. and released by Universal

## New Van Bibber, "The Tennis Story," Completed

"The Tennis Story," another of the Van Bibber series of short subjects on the Fox Films list, has recently been completed under the direction of Thomas Buckingham, with Earle Fox and Florence Gilbert as the leads.



Comical incidents in the Pathecomedy, "Tell 'Em Nothing"

## Pathe Releases for October 17

Schedule Includes Mack Sennett and Hal Roach Comedies, Tunney Episode

AMONG the subjects listed for release during the week of October 17 by Pathe is a comedy from the Hal Roach studios and one from the Mack Sennett lot; also on the schedule is the sixth episode of the Gene Tunney serial, a Grantland Rice Spotlight, an Aesop Fable,

Topics of the Day, Pathe Review, and Pathe News.

"Tell 'Em Nothing" is the title of the Hal Roach comedy in which Charley Chase is starred, supported by Vivian Oakland, Gertrude Astor, Harvey Clark and Albert Ricardi. Leo McCarey directed under the supervision of F. Richard Jones.

Raymond McKee and Ruth Hiatt are co-featured in "Smith's Visitor," one of the "Jimmy Smiths" series, produced by Mack Sennett. Mary Ann Jackson and Janet Royce make up the supporting cast for the picture which was directed by Gil Pratt. Through the misinterpretation of some popular songs sung by Jimmy to a female guest, a divorce is imminent, but love conquers.

Chapter six of "The Fighting Marine," starring Gene Tunney, new world's champion heavyweight boxer, leads to further adventures. Spencer Bennet directed from Frank Leon Smith's story.

"More Ways Than One," is another analysis of sports for which Mr. Rice and Mr. Hawkinson are famous in their Sportlight Series.

"The Phoney Express" is the latest of the Aesop's Film Fables animated cartoon comedies.

Pathe Review Number 42 presents: "The Butterfly Congress," a tale of winged lovers; "The Lost Empire of Africa," a camera chronicle of the American excavations at ancient Carthage, led by the Count de Prorok; "The Workshop of Nature," a new series of studies in color by Arthur C. Pillsbury.

Topics of the Day offers the latest quips and jokes from the press of the world. Issues Numbers 86 and 87 of Pathe News complete the Pathe short feature program.

## "Movieland," Lupino Lane's First Educational Comedy

The first Lupino Lane comedy on the Educational 1926-27 program now nearing completion has been titled "Movieland."

## Stern Bros. Units Await Signal at Studio

THE new Stern Bros. studio, recently rebuilt to replace the old Stern plant that was wiped out by fire in the latter part of the summer, is now ready to resume concentrated activity on the Stern Bros. output for the Universal schedule. The Gus Meins company started working at the plant three weeks ago and have now reached the ninth of the "Newlyweds and Their Baby" comedies. The other four companies that are "rarin' to go" are those making "Buster Brown," the "Let George Do It," the "What Happened to Jane" and "The Excuse Maker" comedies.

Since the fitting out of the new studio, the Stern production staff has been greatly enlarged in the number of directors, gag-men, technicians and experts of various kinds. The forthcoming two-reelers are also promised to be better from a story viewpoint than the previous numbers.

The Stern Bros., Julius and Abe, are expected back from Europe this week. While over on the other side they looked over the foreign field and sought new ideas for comedy production. Julius Stern, president of the Stern corporation, is expected to en-train directly for Hollywood where he will start the wheels of the production plant going again. Abe Stern, vice-president, will probably remain in New York to confer with Universal executives on the broadened distribution of the Stern product.



# Newspaper Opinions on New Pictures

## "Don Juan"—Warner Bros., Woods, Chicago

*Chicago American:* "There was but one phrase on every lip last night at McVicker's Theatre: 'A magnificent show.' For the first time in my life I heard music and saw it produced at the very same time it was given birth, by the motion picture process. Last night's exhibition was an extraordinary progression in our wizard-age of wonders."

*Chicago Herald and Examiner:* "It is more than a novelty, more than a sensation; I have no doubt it will become an industry."

*Chicago Daily News:* "This very comprehensive feat of reproducing personalities, their speech, their song, their instrumental virtuosity is accomplished by the Vitaphone, which synchronizes motion with sound to a remarkably high degree. It was in many respects a most uncanny experience."

*Chicago Daily Tribune:* "Synchronization of music and movement was perfect. It left nothing to be desired and created an illusion of reality."

## "The Flying Horseman"—Fox Films, Isis, Indianapolis

*Indianapolis Star:* "'The Flying Horseman' is a thrilling story of the West by Max Brand. It is a skillful blending of comedy and thrilling action with the athletic young star appearing at his best."

## "Fig Leaves"—Fox Films, Rivoli, Toledo, Ohio

*Toledo Blade:* "Numerous novel touches make quite pleasant entertainment—most amusing. The fashion parade filmed in technicolor is the last word in pictorial gorgeousness."

## "Marriage License?"—Fox Films, Pantages, Los Angeles

*Louella Parsons, Los Angeles Examiner:* "Certainly there is much to recommend it . . . Alma Rubens' ability as an actress . . . She runs the gamut of emotions. . . . Miss Rubens is one of the best dramatic actresses on the screen. . . . I liked her best . . . in the court-room scenes."

## "Marriage License?"—Fox Films, New Theatre, Baltimore

*Baltimore Daily Post:* "'Marriage License?' is a new and brighter edition of 'Stella Dallas.' . . . Alma Rubens plays the mother role with deep understanding. . . . The crisis makes 'Marriage License?' powerful to the end."

*Baltimore American:* "An intensely human story, different from the ordinary run of films. . . . An unusual climax. . . . Alma Rubens gives a most convincing portrayal of a difficult role."

## "Fig Leaves"—New Theatre, Baltimore

*Evening Sun:* Critic hails Olive Borden as acme of loveliness, de-



Captain Bruce Bairnsfather, creator of "The Better 'Ole," the motion picture version of which opens in New York at the Colony on October 7 with Vitaphone in conjunction, photographed in his studio

claring her latest picture, "Fig Leaves," at the New, looks like a million dollars . . . 'here is just the loveliest thing that has walked down the gelatin gangplank. . . . After the second reel of this delightful film we felt like yelling out: 'Where have you been all our life?' . . . This picture looks like a million dollars . . . its episodes in natural color are gorgeous. It has humor, wit and dash . . . they have turned cute Olive Borden loose in this film and what a beauty she is . . . she wears dozens of gowns and boy, the way she wears them! George O'Brien is quite good and the light touch he employs is effective . . . see this one!"

## "No Man's Gold"—Fox Films, Province, Winnipeg, Canada

*Free Press Evening Bulletin:* "Tom Mix in his most dashing role. . . . Mickey Moore, a brilliant juvenile . . . the action is dazzling at times. . . . Photography is amazingly clear."

*Winnipeg Evening Tribune:* "A real treat . . . the producers have done well by Mix in providing him with a good story, rich in drama and incident."

## "3 Bad Men"—Fox Films, New Theatre, Baltimore

*News:* "'3 Bad Men' is stirring melodrama. One particularly effective scene is the race across the line in the land rush. . . . The chief parts are excellently portrayed by George O'Brien, Olive Borden, J. Farrell MacDonald, Tom Santschi and Frank Campeau."

*Post:* "Master hands created '3 Bad Men' . . . so artistically that all pistol play becomes drama instead of just thriller stuff. . . . The three bad men come riding into the film silhouetted against the prairie sky. That scene itself is a work of art, just as the closing scene is when they cross the Great Divide."

## "Don Juan" and Vitaphone—Warner Bros., Capitol, St. Louis

*Star:* "Vitaphone scored a triumph at the premiere here. The Capitol Theatre was jammed for Warner Bros. production. The audience came away agreeing definitely that the Vitaphone is a success and that it is destined to greatly alter, if not revolutionize the program of motion picture theatres. 'Don Juan,' the drama played by John Barrymore, offered with this program, is not a talking movie the sole function of the Vitaphone in its production being to furnish the melodies. 'Don Juan' is a great picture, great in its settings, acting and costuming."

*Times:* "A packed audience was amazed at the new Vitaphone. Warner Bros. synchronized film and sound device went over big. An amazing invention was given its initial St. Louis demonstration last night to a large and enthusiastic audience which packed every available seat at the Capitol Theatre. Those who went as skeptics after the showing were not skeptical. The uninterested became interested and those who were enthusiastic from the first became more enthusiastic. In 'Don Juan,' John Barrymore gives, as usual, one of his great characterizations. His acting alone makes the photoplay great."

*Globe Democrat:* "Vitaphone made its bow to St. Louis at the Capitol Theatre before a capacity audience last night. In less than an hour Vitaphone was declared a sensation. It is amazing and uncanny. There have been many attempts to perfect a system of co-ordination of shadow movement on the screen and sound, but results were not forthcoming until the Warner Bros. perfected the Vitaphone."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF MOTION PICTURE NEWS, published weekly at New York, N.Y., for Oct. 1, 1926. State of New York, County of New York, ss. Before me, a Notary Public in and for the State and county aforesaid, personally appeared Wm. A. Johnston, 729 Seventh Avenue, New York City, who, having been duly sworn according to law, deposes and says that he is the editor of the MOTION PICTURE NEWS and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Aug. 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Motion Picture News, Inc., 729 Seventh Avenue, New York City; Editor, Wm. A. Johnston, 729 Seventh Avenue, New York City; Managing Editors, J. S. Dickerson and Oscar Cooper, 729 Seventh Avenue, New York City; Business Managers, Wm. A. Johnston, 729 Seventh Avenue, New York City. 2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Percy S. Alden, 729 Seventh Avenue, New York City; Motion Picture News, Inc., 729 Seventh Avenue, New York City; Carl Tucker, 729 Seventh Avenue, New York City; Wm. A. Johnston, 729 Seventh Avenue, New York City; Dorothy Owens Johnston, 729 Seventh Avenue, New York City; E. Kendall Gillett, 729 Seventh Avenue, New York City; Isabel G. Gillett, 729 Seventh Avenue, New York City. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None. 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

WILLIAM A. JOHNSTON, Business Manager. Sworn to and subscribed before me this 27th day of September, 1926. [Seal.] B. D. SWAIN, Notary Public, Westchester County, N.Y. Certificate filed in New York County, N.Y. No. 681. New York County Register's No. 7580. (My commission expires March 30, 1927.)





**"Smith's Visitor"**  
(Pathe-Sennett—Two Reels)  
(Reviewed by Paul Thompson)

MANY and varied are the uses of adversity. One of them is the plot ideas which they supply to the domestic affairs of the Jimmy Smiths. Clare Brigg's "Mr. and Mrs.—" in this series are, as possibly you may know and remember, Raymond McKee and Ruth Hiatt, who are justly featured in each release of the series. Mary Ann Jackson is still their child and the attractive Janet Royce the trouble-making, albeit innocently, school girl friend of Mrs. Jimmy. You see it all happened in this wise. Janet was stopping over on her way to Paris. What more logical than that she should be the guest of the Smiths? While Mrs. Jimmy was doing the dishes friend husband was supposed to entertain Janet. Due to the baby's discovery of a lip stick or rouge and kissing her daddy, mother comes in to fall into the natural wifely error that her girl friend had been imprinting a kiss on hubby's cheek. Other circumstantial evidence makes Jimmy look decidedly guilty. Result, divorce court. The warring parents are reconciled through the medium of the baby, cause of the original disension, and the family leaves to go onto another set or on location for more troubles for the Pathe-Sennett Jimmy Smith family.

The Pathe rooster is justified in crowing not only because of this comedy but also for the other releases on this October 17th. This applies to "Tell 'Em Nothing," the Aesop Fable, Grantland Rice's Sportlight, the Gene Tunney chapter in his serial, "The Fighting Marine," and Topics of the Day, all reviewed elsewhere in this issue of the MORTON PICTURE NEWS.

Amusing, convincing, ingenious; tack those three adjectives on "Smith's Visitor."

**"The Restless Race"**  
(Pathe-Sportlight—One Reel)

THE October 3rd release of Grantland Rice's series of sports is a homily that this age, being unusually restless, seeks and finds surcease in the race. It matters little whether it is sailing yachts (the thought of having money enough to own and sail one is enough in itself to make one restless, with no outlet for the feeling) riding motorcycles with and without sidecars (count me out on that form of diversion) or high-powered automobiles. The latter, yes, by all means. With each different sport shown on the screen Promoter and Director Rice, through appropriate captions, drives home the point he is trying to make. But then he doesn't need to limit it to today for expression of nervous energy logically has sought outlet for all time in some sort of sport.—PAUL THOMPSON.

**"The Dizzy Dancers"**  
(Capitalizing Terpsichore for Comedy Purposes)  
(Reviewed by Paul Thompson)

MAKE money out of the dance madness of your local town and city and thus elevate your own economic position; save your prospective father-in-law financially and win the girl; that is the moral of this two-reel William Fox comedy. It has an excellent idea and some amusing situations. The type of hero played by Gene Cameron in the lead is one that most of us are familiar with and seldom tire of; a chap who is always putting up a front and usually getting away with it. His introduction and that of the girl, Jean Lorraine, is one such amusing instance. She is about to be arrested for speeding but gets out of her scrape because Cameron is sitting in the automobile of the police chief where he belongs about

as much as you or I do in the presidential chair at Washington. Then his boarding the street car on which he is motorman and changing to his uniform and back again when the girl boards the car with her father, Frederick Sullivan, president of the street railway line.

The street railway company is threatened with bankruptcy until the ingenious Cameron hits on trailers for the street cars on which passengers may dance. This makes a combination of the bus and trolley lines possible and profitable for the girl's father and naturally—you can fill in the sequence yourself.

The Cast: Gene Cameron, Jean Lorraine, Frederick Sullivan, J. Clifford Rice, Rodney Hildebrand, James Donnelly and William Gilbert. Directed by Jules White. Story and scenario by Henry Johnson.

Summary—An amusing, well-acted, two-reel satire on the country's dance madness, released October 3.

**"Felix the Cat Seeks Solitude"**  
(Educational—One Reel)

WHEN a person is in the throes of a moral conflict—tempted to assent in the face of the negative decision that conscience and good upbringing dictate—he surely wins our respect when in the face of the temptation he chooses the path of righteousness. This is exactly what Felix does. 'Tis evening and Felix is hungry. We see him prowling about, trusting to his keen sense of smell to find something to appease his appetite. He comes in contact with a fish on a dinner table about to be offered as a sacrifice to the appeasement of a human's hunger. Our Felix displays an understandable weakness in succumbing to the lure of that tasty morsel. He steals the fish and travels here and there in dark and silent places where man is not and where he will be able to settle down to a delicious repast. But wherever he goes, in the deserted woods or by the shore of a lake, there is always some exterior influence to arouse in him the feeling of guilt. So Felix, beset by temptation to devour the fish instead of returning it, fights his battle and succeeds. Most satisfactory for the spectator, be he ever so particular concerning his screen fare.—RAYMOND GANLY.

**"Lots of Grief"**  
(Universal-Gump Comedy—Two Reels)  
(Reviewed by Paul Thompson)

THE title of this particular one of the series using the famous cartoon characters of Sydney Smith in the Chicago Tribune and other syndicate papers is really a generic description. Always in cartoon strips and their moving picture step-children there is or are lots of grief; that is what they thrive on. As in the others the chinless Joe Murphy as Andy, Fay Tincher as Min and Jackie Morgan as Chester, the brat offspring, are the three featured players under Francis Corby's direction.

Things start from the moment Min attempts to pick the somnolent husband's pocket and encounters a mousetrap he has placed there. Her revenge comes from placing that instrument of torture where he will slip his large toe into it. Then after a domestic scene in which Gump does the dishes the family embark on that great American institution, a picnic. On the top of a bus Andy's troubles multiply. A passenger who crowds him off his seat, a woman whose baby he is forced to hold and leaves hanging on a cross trolley wire, his being catapulted to a passing auto and then to the top of a telegraph pole are a few of them.

A small town paper's report of a local social affair covers it: "A good time was had by all."

To be released November 1, 1926.

**"Pioneer Blood"**  
(Universal-Mustang—Two Reels)  
(Reviewed by Paul Thompson)

THE moral of this western picture under the aegis of the Universal Company is "Don't Judge by Appearances." It applies not only to moving pictures of this type but to that slightly larger world outside the studio walls or off "location." Fred Gilman has gotten into a scrap in some eastern college. He returns to his little gray home in the west presumably for his health. The local "rough necks" misinterpret his clothes and think him correspondingly "soft." He disillusiones them in true movie-hero style by leaving his mother and the girl in the plot, Mabelle Perry, seated in the buckboard while he goes back and thrashes the quartet. That, however, is only the beginning of his troubles. From the east comes a girl trying to blackmail him. Her excuse is that he killed a man in college while boxing. Gilman knows this isn't true and that the man recovered even though he himself had left college before it was discovered that the boxing-bout outcome was not fatal.

Mabelle Perry does not know the truth so goes to the appointed rendezvous to pay the asked-for money and save the hero's mother's feelings. Gilman arrives in time to block the villains' game and save check and girl. Curtain or—rather—fade-out. It is an amusing and entertaining story and quite well told by actors and director George Hunter. It has the additional merit of being somewhat different and that is no inconsiderable asset, believe me, when you see picture after picture that resemble the mythical two peas in a pod.

The comedy is to be released November 6, 1926.

**"Wise Guys Prefer Brunettes"**  
(Pathe-Hal Roach—Two Reels)  
(Reviewed by Paul Thompson)

IT was about time someone refuted the Anita Loos theory. Generalizations are dangerous at best and for the average man, who possesses any catholicity whatsoever in regard to the dear, unfair sex, there is no reason for setting up any such dogmatic assertion as Mrs. John Emerson has. With her blonde novel dramatized, to be screened and already used as a comic strip the next thing is a musical comedy of light opera on that Nordic theme. It suggests the many and successful variations played on Jesse Lynch Williams' "The Stolen Story," which started out as a short story and became almost every form of theatrical entertainment.

All this, however, has nothing to do with the farce-comedy screen offering. Helene Chadwick partly justifies the title in her role of co-ed. With the aid of Ted Healey, borrowed from vaudeville for this picture, she shows "Dean" Jimmy Finlayson the error of his ways and at the end is not expelled from college or deprived of her lingerie shop.

Stan Laurel directed.

**"A Merry-Go-Round of Travel"**  
(Educational-Lyman H. Howe—One Reel)

AS the title implies, this is a hodge-podge of scenes and people from many lands and many climes combined for a few moments of mere entertainment. Starting with the western part of our own country the picture takes us to Siam, China, and other Oriental scenes, to Jerusalem and ends in Venezuela showing the beautiful waterfalls there and the amazing flocks of birds. They are just bits, but bits which are carefully and well selected and in their entirety make a diminutive travelogue of interest.—PAUL THOMPSON.



**"Tell 'Em Nothing"**  
(Pathe-Hal Roach Comedy—Two Reels)

(Reviewed by Paul Thompson)

AS suggested in the review of "Smith's Visitors," Pathe is entitled to its Chanticleer trade-mark for the October 17th releases. Part of the credit goes to "Tell 'Em Nothing," the Hal Roach comedy starring infectious Charley Chase. A prophet is not without honor save in his own country; by the same token (if that aphorism be true, and we have no reason for doubting it) a divorce lawyer such as Chase plays is not without standing except at his own fireside. Possibly he has too many attractive female clients; leave that to Roach, but anyway his wife is jealous with or without cause. In this picture without.

But Oh, the danger of circumstantial evidence. Everything points to him as a philanderer. To complicate matters he is photographed holding one of his blonde clients in his arms, a subterfuge he had suggested as good divorce evidence, but with no idea of his playing the role himself. Then the invasion of his home by the blonde, while his wife is away, her jealous husband and the home-coming of his own wife supply the characters necessary for the most damaging situations. It is a decidedly amusing farce and well played. One of the amusing sequences is where Charley is compelled by his wife to drink an immoderate amount of water for a supposed attack of hiccoughs, an attack really visiting the unwelcome feminine caller, under the bed, which the much harassed young lawyer is trying to conceal.

Tribute not only to the amusing star but his support, which includes Vivien Oakland, Gertrude Astor, Harvey Clark and Albert Ricardi. Also a few sprays of laurel or bay wreaths to director Leo McCarey and supervisor F. Richard Jones.

Exhibitors and fans can't go wrong on this offering.

**"For Cryin' Out Loud"**  
(Universal-Blue Bird—One Reel)

THE marital cynic would probably say "get a marriage license if you feel you must, but don't use it after you have gotten it." Women will say as Consuelo Dawn does in this picture: "Do not dare to get a license until you have found out whether or not I wish to be a co-partner in the marriage game with you." Well, anyway, Neely Edwards *did* get a license and then, knowing that his fiancée-to-be would get peeved if she discovered its existence before he proposed, goes through the tortures of the damned (with illustrations not by Gustav Dore) because it has been mislaid and he cannot find it. Before the happy and inevitable denouement of holding her in his arms with her coyly whispered "Yes" all the characters go through the adventures of a typical French bed-room farce except occupying the beds. A trick cop catching the hero sneaking out of the second story window complicates things, but Neely is *not* in love with his fiancée's "dearest girl friend" and they are last seen en route to using the license for the purpose for which Neely paid the two-dollar fee or whatever they charge in Hollywood studios for such licenses. E. L. Kennedy directed. It is released November 1, 1926.—PAUL THOMPSON.

**"From Butterflies to Africa and Alcohol"**  
(Pathe Review—One Reel)

CATHOLICITY is the keynote of the Pathe Review for October 17th. "The Butterfly Congress" is a rarely beautiful picture of a gathering of butterflies on the shores of an Adirondack lake. The photographer and title writer do not attempt to explain why or how they gather or at the same instant separate, but do present some striking pictures of their subject. I have never seen them before in pictures and they are decidedly worthwhile.

"The Lost Empire of Africa" gives another

chapter of Count de Prorok's investigations and explorations. This phase deals with the cliff dwellings, they might be called, of the Berbers ten thousand years ago. His escort of mounted Arabs makes one of the most effective and striking pictures in the film now released.

"The Workshop of Nature" is interesting as showing the reaction of certain flowers to a diversity of liquids, starting with water and including narcotics and bootleg whisky. If an object lesson for drinkers under the Volstead regime were wanted here it is. Plants cannot consume the synthetic drinks any more than humans can, while Messrs. Andrews, Volstead and company might use these pictures as "horrible examples."—PAUL THOMPSON.

**"Squirrel Food"**  
(Educational—One Reel)

WITH this combination of an old man with the gout, his flighty and love-craving daughter, a sort of half-wit, moronish sort of bell hop who is attracted by the daughter's good looks, a director is certain to be able to extract laughs by manipulating the figures into doing all the necessary and silly steps so essential in many of our short comedies. This old fellow with the gout, as a subtitle reads, was a Southern gentleman who traveled North for hospitality. His swathed foot seems to be a magnet for wayward feet, trunks or anything of weight and quite often he has to jump up and hold his foot, with that agonizing expression which the Katzenjammer Kids have tried so hard all these years to bring to the face of their Captain. There is lots of scurrying about, all the flops, the ups and downs, the hide-and-seek. And it is funny—at times. Clem Beauchamp, as a goofy huntsman, is about the best in the picture, although he has an exceedingly small part. The others are Cliff Bowes, Jack Lloyd, Glen Cavender and Estelle Bradley.—PAUL THOMPSON.

**"More Ways Than One"**  
(Pathe-Spotlight—One Reel)

WITH the Grantland Rice copyright sign on the picture you know that the title does not refer to making love, although I understand it would be equally applicable to that sport, too. No, it merely attempts to show and to prove that champions hold their titles or acquire them by playing the game in different ways. Their grip of a golf club may be different, as may their stance, and yet each theory leads to a championship. As in their stance, so also in their manner or method of putting or driving. But golf is only one of the sports where different ideas lead to the same goal. Baseball pitchers may use a fast or a slow ball and so on ad infinitum. The Rice-Hawkinson standard is maintained.—PAUL THOMPSON.

**"The Lost Arrow"**  
(Castle Films—One-half Reel)

THIS is one of a series issued monthly and, if those to follow are made along the same lines, then the exhibitor should have no trouble in attracting business. This production combines both a story and the scenic wonders of the Yosemite Valley. It is an Indian legend telling of a squaw drawn to her death in the swirling rapids by a vision of a departed lover. The scenic investiture is a beautiful thing to behold. Music cue sheets are supplied with each of this series.—HAROLD FLAVIN.

**"So This Is America"**  
(Castle Films—One Reel)

THIS is a companion piece to another Castle Films picture, "So This Is Europe," and, in like manner, covers the outstanding wonders of this country. The picture opens with views of New York and then onward with shots of Niagara Falls, Yellowstone, the Colorado Rockies, Crater Lake, the Valley of the Yosemite, America's Riviera and the Monterey Peninsula. These scenic wonders of Nature are beautifully photographed and should inspire a longing in the spectator to "see America first."—HAROLD FLAVIN.

**"The Pinnacle Rider"**  
(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

A SUB-TITLE for this should be "The Sinful City Versus the Pure Open Spaces," for it brings into conflict a ranch owner who has inherited his property and consequently fled the walled cities and his relatives who still continue to reside in Sodom, Gomorrah, Tyre, Nineveh, New York, or what city have you? His seclusion is invaded by an aunt, her son and the supposed fiancée of the latter, a charming girl. To get rid of them Fred Mower, who is featured, gets his side partner, the cook of the ranch, to tell them he is dead. That doesn't accomplish anything, for they proceed to take possession on the score that they are the next of kin and consequently the rightful heirs.

The heroine, fleeing the importunities of the aunt to marry Cyril, is rescued from a buckboard runaway by the hero, who tells her for some unexplained reason that he is the notorious bad man of the district. Ultimately the city trio escape in their auto from the menial tasks they have been performing around the ranch, but in so doing fall into the hands of the real bad man and his associates in crime. They are rescued by the hero and "all's well with the world," at least that part inhabited by hero and heroine. And there you are—to speak in the English vernacular.

Not an epoch-making picture but entertaining and well acted. It is directed by William Wyler. It will be released October 20.

**"The Phoney Express"**  
(Pathe-Fable—One Reel)

NOTHING is sacred to the makers of the fables. This time it is the time-honored pony express that bobs up every now and then in the Westerns which is utilized for a plot to point an Aesopian moral. In the most approved wide-open space manner the mail is carried. The disintegration of the re-mount horses, the attack of a countless number of redskins, among them the villain of the piece intent on appropriating for his own use the heroine; none of these things stops the dauntless hard-riding hero from keeping faith with Uncle Sam and his trust with the post-office.

The setting for this thrilling drama and the logical characters employed make it one of the best of the recent releases by Pathe. Never a dull moment; something doing every minute; these might well be the slogan or exploitation for this picture.—PAUL THOMPSON.

**"Short Shots"**  
(Castle Films—One Reel)

"NOT a news reel," yet "not a magazine (educational) reel," but made simply for entertainment, is the Castle Company's description of this series, of which there are 26 released, twice monthly. While I agree that the first part of the description is true, as they are not "timely" topics in the sense of parades, etc., yet anyone seeing this number could not help but absorb some knowledge of the subjects dealt with. The scenes are culled from all over the world and offer great contrast and variety. Sheep, the "Black Bottom" (the latest dance step), salmon, to mention only a few of the shots making up this issue.

The reel should interest any and everybody.—HAROLD FLAVIN.

**"So This Is Europe"**  
(Castle Films—One Reel)

THE title of this number tells the story of the action, which might be termed a Cook's tour of Europe done in celluloid. The opening shot shows the giant *Leviathan* leaving its dock in Hoboken, crowded with tourists. Then in rapid succession we are treated to views of the Strand in London, Paris boulevards, and so on through Berlin, Rome, the Alps in Switzerland, etc., Mt. Vesuvius eternally belching forth its lava, then to Holland and back to Paris, where the tourists once more board ship.

The reel has been treated to a beautiful laboratory job, each scene exquisitely toned.

Twelve minutes of entertainment are in store for your patrons.—HAROLD FLAVIN.



## You'd Be Surprised

*Amusing and Satisfying*

(Reviewed by Laurence Reid)

**T**HE high-hat comedian, Raymond Griffith, has gone in for mystery-comedy—something quite novel for him. Tacking melodrama onto the tail of farce is apt to prove disastrous if there is fear that the combination will go wrong. The sponsors of such a contraption must deal with a murder and the element known as suspense. And murders and coroners are not jested about—so one can notice it.

Griffith, however, has seized a chance to burlesque a murder mystery. By handling it in satirical fashion he has gotten away from the unhealthy flavor of dark deeds. It doesn't pack much substance. Indeed, it is pretty frail stuff if you are paging a plot. But Griffith, in his high top, and wearing his debonair smile, sees to it that it dishes up the necessary amount of slapstick. He bobs up as Mr. Coroner to discover who murdered a poor victim on a houseboat. There are some laughs—plenty of chuckles—and an occasional guffaw to be found here. It is snappily put together, the titles are crisp—and it breezes through with the necessary sparkle. Not as good as some of the earlier Griffiths, but good enough to suit most anyone—still functioning in the soft-boiled class.

*The Cast: Raymond Griffith, Dorothy Sebastian, Earle Williams, Edward Martindel. Director, Arthur Rosson.*

**THEME:** Mystery comedy revolving around youth who holds job of coroner. He is all dressed up and his work is to solve a murder on houseboat.

**PRODUCTION HIGHLIGHTS:** The mysterious goings-on during the action on houseboat. The hectic scampering by guests. The unexpected and highly diverting incidents in solving crime. The good performance by star. The titles.

**EXPLOITATION ANGLES:** Go after crowds with campaign on Griffith—playing up his high hat. Tell that he has a new type of story—one with a mystery element. Tease the title and tie up with stores, restaurants, etc.

**DRAWING POWER:** O. K. for average houses everywhere. Suitable for cities and towns. Star's following will enjoy it.

*Produced and distributed by Famous Players. Length, six reels. Released September, 1926.*



Scenes from "The Mystery Club," a Universal production



Dramatic moments in "Fighting With Buffalo Bill," a Universal serial

## The Block Signal

*Entertaining Melodrama of Railroad Life*

(Reviewed by Harold Flavin)

**W**ITH the railroad serving as a background for his latest stellar effort, Ralph Lewis comes through with a pleasing characterization of a railroad engineer doomed, through the designs of the villain, to spend his life as a flagman at an isolated grade crossing, but who, through enforced leisure hours, works on an automatic device for stopping trains, which prove successful. Though the story is a somewhat stereotyped affair, the performance contributed by the supporting cast, and the comedy of Sidney Franklin suffice to convince the spectator that the time spent in viewing the film has not been wasted.

There are several thrilling sequences incorporated—the wreck, the catastrophe prevented by the stop-device, and the scenes attendant on the eye test. The story, in brief, tells of the demotion to signalman of an engineer through the crooked work of a younger man who aspires to his job. However, this enforced leisure gives the former engineer time to perfect a device for stopping trains running past a block signal and, after much difficulty through obstructions placed in his way by the villain, secures a test for his invention which proves successful. There is a pleasing little romance between the inventor's daughter and a young construction engineer.

*The Cast: Ralph Lewis, Jean Arthur, Sidney Franklin, Hugh Allen, George Chesebro. Directed by Frank O'Connor.*

**THEME:** Railroad melodrama. Crooked work of fireman ambitious to become engineer almost causes wreck of elderly engineer's life.

**PRODUCTION HIGHLIGHTS:** The railroad wreck. The acting of Ralph Lewis,

Sidney Franklin and others in the cast. The comedy element.

**EXPLOITATION ANGLES:** Play up Ralph Lewis, who is well-known to the fans. Bill as thrilling railroad melodrama.

**DRAWING POWER:** Good draw for middle class houses.

*Produced by Gotham Productions. Distributed by Lumas Film Corporation.*

*Length, 5,900 feet. Released September, 1926*



## Fighting With Buffalo Bill

*Universal Starts a Semi-biographical Serial*

(Reviewed by Paul Thompson)

THIS serial represents the difficulty that must have confronted a Roman in the old days who wanted ride two horses at the same time in the Circus Maximus. Universal is founding their continued story on striking episodes in the life of the famous "Buffalo Bill" (Col. William F. Cody) and at the same time trying to combine and blend these with an entirely different fictional story of a migration in 1859 to the West. William Lord Wright adapted and supervised George H. Plympton's scenario.

This is the story to be told: Wallace MacDonald is in love with Elsa Benham. She is the ward of Robert E. Homans, a lawyer and supposed friend of her father. He wants his son, villain number 2, Cuyler Supple (good name that for a villain), to marry Elsa to cover up the fact that he has been misappropriating money sent to her by her father, Howard Truesdell. The latter really is alive in Sacramento but believed dead by Elsa, Grace Cunard, in love with the son Cuyler.

The discovery of gold starts the wagon train with all these characters and an old forty-niner, Nelson McDowell, from the small Illinois town toward Goleonda. On their journey Edmund Cobb, alias William F. Cody, then in his youth, comes into the picture and the action. Indians constantly attack. Prairie fires devour, and all the time father and son plot Elsa's ruin. Cody or the heroic Wallace MacDonald are always playing the role of god from the machine and temporarily thwarting the villains.

*The Cast:* Wallace MacDonald (starred), Elsa Benham, Robert E. Homans, Grace Cunard, Nelson McDowell, Howard Truesdell, Edmund Cobb, Cuyler Supplee and Harry Blake. *Director,* Ray Taylor.

**THEME:** Western melo of 1859 with bits of "Buffalo Bill's" life.

**PRODUCTION HIGHLIGHTS:** Wagon train and Indian attack sequences.

*Produced and distributed by Universal Pictures Corp. First chapter released August 30, 1926. Length, ten chapters, two reels each*

**EXPLOITATION ANGLES:** Capitalize "Buffalo Bill's" fame.

**DRAWING POWER:** Good, especially in houses catering to general family patronage.



Interesting scenes of Paramount feature length comedy, "You'd Be Surprised"

## The Mystery Club

*Arthur Roche Keeps Us Guessing*

(Reviewed by Paul Thompson)

MOST of us love detective stories between book covers or on the stage. They invariably mean mystery and somewhat as cross-word puzzles exercise your ingenuity in trying to solve them so the reader or theatregoer finds himself unconsciously trying to figure out just who the guilty person or persons are and just how it was done. With that premise and the additional one that this Universal picture is based on the original "Crimes of the Armchair Club" by an acknowledged master of this kind of fiction, Arthur Somers Roche, you can depend on a story that must hold you from start to finish. Its transference to the screen under the title, "The Mystery Club," has been cleverly effected by Helen Broderick and Herbert Blache.

Several millionaire corsairs of Wall Street and big business, as their forebears were of the high seas, make a bet that each man must commit a crime or forfeit twenty-five thousand dollars to a common pool. Then the crimes commence. They are most ingenious and baffling and you do not know whom to suspect but incline toward two club attendants, the steward and an East Indian attendant. The denouement shows the president of the club is responsible, having utilized ex-crooks whom he is trying to help reform, and his own wife and niece in the plot. Hence great relief, especially on the part of Matt Moore, who logically all the time thinks the girl, Edith Roberts, is really a crook.

*The Cast:* Matt Moore, Edith Roberts, Mildred Harris, Charles Lane, Warner Oland, Henry Herbert, Charles Puffy, Alphonse Martell, Finch Smiles, Earl Metcalfe, Natt Carr, Jed Prouty, Alfred Allen, Sidney Bracey and Monte Montague. *Director,* Herbert Blache.

**THEME:** Wager of club members of ability to commit felonies and escape detection.

**PRODUCTION HIGHLIGHTS:** Maintenance throughout of air of mystery and yet plausibility.

**EXPLOITATION ANGLES:** Universal's excellent cast and that same human love for mystery stories.

**DRAWING POWER:** Should be good.

*Produced and distributed by Universal Pictures Corp. Length, 6,969 feet. Released March 3, 1927.*



Camera angles of the Gotham photoplay of railroad, "The Block Signal," released by Lumas Film Corporation



## Sweet Rosie O'Grady

### Heart Interest Film Should Satisfy

(Reviewed by Laurence Reid)

**L**IKE the well-known slogan of a certain cigarette, it satisfies. There is nothing pretentious about this little yarn whose strongest element is its romantic vein. It is an idea which has been exploited in celluloid many, many times. Still it always manages to function pretty well in spite of its long usage.

A song which flourished in the good, old horse-and-buggy era is the suggestion behind the picture. And since the song has something to do with the sidewalks of New York—what could be more apropos than investing it with a sidewalk atmosphere? So we have Rosie from the East Side tenements and the Young Man from a Fifth Avenue mansion. And to stir up some form of conflict she must be painted as an Irish waif who is reared by a benevolent Hebrew pawnbroker.

The action depicts heart interest scenes between the guardian and the orphan—and a touch of pathos when the girl misunderstands the youth. One cannot accept it as a bit real—the contrasts are too sharp. But it does invite sympathy for the heroine and extracts humor in those scenes of the Hebrew comedy relief. The characterization is splendid, particularly as furnished by Shirley Mason in the title role, Alyn Warren as the pawnbroker and William Conklin as a cop who becomes a lordly contractor.

*The Cast: Shirley Mason, Cullen Landis, E. Alyn Warren, William Conklin, Lester Barnard, Otto Lederer. Director, Frank R. Strayer.*

**THEME:** Heart interest drama revolving around orphan who develops romance with rich youth and who, after period of disillusionment, finds happiness.

**PRODUCTION HIGHLIGHTS:** The comedy scenes. The character study by Warren. The fancy dress ball. The sympathy and human appeal.

**EXPLOITATION ANGLES:** Tie up with song. Tease the title. Play up star and bill as human interest drama. Stage prologue typical of atmosphere of song.

**DRAWING POWER:** Suitable for all program houses. O.K. for neighborhoods.

*Produced and distributed by Columbia Pictures Corp. Length, 6,108 feet. Released September, 1926.*



Production stills of "Gigolo," a Producers Distribution Corporation release

## Across the Pacific

Lots of Action and Heroics Here

(Reviewed by Laurence Reid)

**O**NE of those up-and-at-'em melodramas which Charles E. Blaney dashed off so feverishly in the good old ten, twent' and thirt' days blossoms forth in celluloid—and all things considered, it succeeds in carrying out its promise of snappy entertainment. Oh, there are some flaws to be sure. One of them concerns an abundance of flag-waving—and another has to do with the lack of surprise in the action. It is easy to guess what is coming.

On the credit side, however, are a series of melodramatic scenes and some romantic ones which should stir a sluggish pulse—particularly when Monte Blue and Myrna Loy have the spotlight. The action goes back to the days of Philippine rebellion—when Aguinaldo was playing hide-and-seek with the Americans.

There is some satisfactory realism when it gets into the plot—and the director has overcome much of its old-fashioned flavor with some highly creditable atmosphere. All in all, "Across the Pacific" is good entertainment for the mass of picturegoers. It is competently acted—with the honors going to Mr. Blue and Miss Loy.

*The Cast: Monte Blue, Jane Winton, Myrna Loy, Walter McGrail, Sojin. Director, Roy Del Ruth.*

**THEME:** Melodrama of strife in the Philippines and the effort of American hero to capture rebel.

**PRODUCTION HIGHLIGHTS:** The action and suspense. Scenes between Monte Blue and Myrna Loy. The army episodes. The atmosphere and local color.

**EXPLOITATION ANGLES:** Title has drawing qualities. Play up stills of Myrna Loy. Feature as adaptation of highly successful play. Tie up with Legion, etc.

**DRAWING POWER:** Suitable for all downtown and neighborhood houses.

*Produced and distributed by Warner Brothers. Length, six reels. Released September, 1926.*



Camera angles both picturesque and suspenseful from the Fox Films Western, "The Great K. and A. Robbery"



## Gigolo

Edna Ferber's "Lounge Lizard" in Pictures

(Reviewed by Paul Thompson)

IF I had read Miss Ferber's popular and widely distributed novel, from which Garrett Fort fashioned his adaptation for this moving picture, I unquestionably would be in better and more strategic position to comment on the screen result. On the other hand it may be fortunate that I am not acquainted except through hearsay with the novel. Possibly the greater would have been my disappointment. It is a curiously unsatisfying thing. You find yourself very much interested for the early part. Then that interest lapses to be somewhat resuscitated toward the end. It is difficult to place your finger on just what the defect is.

For the benefit of "Those who came in late" or have not read the story, it is tabloidly told herewith. A middle-west family returns from France, where the mother has replaced her son's dead father with an Englishman who has married her for money. At the latter's insistence the home and ancestral foundry are sold and the trinity return to France. The boy, Rod, enlists in the Lafayette Escadrille and the husband squanders his wife's money. At the conclusion of the war the aviator returns to find his mother's fortune gone and her dead. He becomes a paid dancing partner or "gigolo" to earn a living. His renaissance comes, of course, and he returns to the mid-west to claim Jobyna Ralston and his heritage of self-respect through the purifying fires of the family foundry. As said above it curiously does not become convincing yet always has that elusive possibility.

**The Cast:** Rod La Rocque (starred), Jobyna Ralston, Louise Dresser, George Nichols, Cyril Chadwick, Ina Anson, Sally Rand. **Director,** William K. Howard.

**THEME:** Ruin of American small town family through dance madness and regeneration of hero who had become a "lounge lizard" in Paris. **EXPLOITATION ANGLES:** La Rocque's popularity. Edna Ferber's fame.

**PRODUCTION HIGHLIGHTS:** Facial metamorphosis of star; Parisian atmosphere. **DRAWING POWER:** Good in smaller cities and towns with suitable campaign.

Produced by C. Gardner Sullivan (De Mille Pictures Corp.).

Distributed by P. D. C.

Length, 7,295 feet. Released October 4, 1926.



Highlights in the Columbia feature, "Sweet Rosie O'Grady"

## The Great K & A Train Robbery

More Prodigious Feats of Valor by Tom Mix

(Reviewed by Paul Thompson)

THIS time it behooves the redoubtable Tom and his co-starring partner, Tony, to thwart a train robbery. You do not need to see the last hundred feet of film or read to the end of this review to know that they succeed. To use a current slang phrase—"and how." To get down to our muttons; William Walling is the president of a western railroad which has been picked on for constant train robberies, largely because of the connivance with the band of robbers of his secretary, Carl Miller. The latter is incidentally in love with, or at least wants to marry Dorothy Dwan, the president's daughter. Tom Mix, a famous detective, has been hired to solve the robberies.

Mix, blackmasked, boards the president's train and is logically mistaken for a robber. Her belief that he is does not prevent Dorothy with her woman's moving-picture intuition detecting the man beneath the mask and falling in love with him. She doesn't even know the color of his eyes. The latter thing, I understand from hearsay, is usually most important.

There are some unusual situations in the unfolding of the plot. For example; Mix is discovered in the first appearance in the picture suspended miles above a gulch, hanging to a cable suspended from the top of the cliff on which the train robbers are carelessly spilling their plans. In the valley below, the faithful Tony is waiting. Mix's invasion of the railroad magnate's home riding Tony is another.

**The Cast:** Tom Mix (star), Dorothy Dwan, William Walling, Harry Gripp, Carl Miller, Edward Piel, Curtis McHenry. **Director,** Lew Seiler. **Scenario** by John Stone based on Paul Leicester Ford's story.

**THEME:** Capturing train robbers.

**PRODUCTION HIGHLIGHTS:** Combination effective train and horsemanship sequences.

**EXPLOITATION ANGLES:** Mix's unquestioned popularity; unusual shots of camera. Several striking lobby displays and ballhoos suggest them.

**DRAWING POWER:** Good.

Produced and distributed by Fox Film Corp.

Released October 17, 1926. Footage 4,800.



Scenes from the Warner Bros. production, "Across the Pacific"





# Regional News from Correspondents



FOLLOWING a recent announcement made by Stanley Sobelson and associates to the effect that a new theatre would be shortly under way in Elizabeth, N.J., comes a rumor this week that the Fabian-Stanley organization have taken over four theatres in that city, near the site of the proposed Sobelson project.

The Elizabeth theatres named in the deal are: The Strand, a 1700-seat house; the Royal, seating about 600; the Gaiety, 500 seats, and the Flora, also of a 500 seating capacity. These houses have been operated by Kokalis.

With the exception of the Strand, the other three mentioned are of small seating capacity and not the type which the Fabian-Stanley Company are generally in the habit of acquiring. Just what disposition would be made of the smaller houses, in case the report be authentic, was not mentioned with the foregoing information.

If this deal has gone through, the Fabian-Stanley Company will have almost a clean sweep in Elizabeth with the exception of the Capitol, which will continue first runs under the management of Harry Nelson, and the Fox Theatre, which adheres to a straight picture policy. The Sobelson project is barely under way.

For the first time in Metropolitan records the New York City Industrial baseball championship was won by a motion picture team when Fox Films gained the decision over Chase National Bank by the score of 3 to 0 at Dexter Park last Saturday.

The Fox Athletic Club nine had previously captured the motion picture league title with eleven consecutive victories, while the Chase outfit were undefeated winners of the bankers league pennant.

Louis L. Schwartz, former manager of the Harlem Fifth Avenue Theatre, New York City, has recently been promoted to the position of booker for the East Side Circuit of the Delancey-Clinton Realty Corp., with offices at 1560 Broadway. It is possible that the future headquarters of Mr. Schwartz may be at the Apollo Theatre, 126 Clinton Street, recently opened by Messrs. Blinderman, Steiner and their associates.

While on the subject of the Apollo, it might be said that this house is the latest addition to the Steiner and Blinderman Circuit. It is claimed that there are 2400 seats in the house, with a roof garden accommodating 1200. Two elevators have been installed for the convenience of the roof patrons. George Steiner, brother of Charles Steiner, one of the circuit executives, will manage the new theatre.

According to report, the Boulevard Theatre, a new house of the Grobe and Noble Circuit in Queens, opened to a flourishing business under the able direction of Bert Korbell. Following the policy of de luxe presentations made at the Jackson Theatre, another Grobe and Noble house, Korbell has instituted the same high class programs at the Boulevard and it is

## New York & New Jersey



Frank Warren, of the Garden Theatre, Princeton, N.J., caught in the act of signing Pat Dowling's register on the latter's Christie comedy drive through South Jersey

safe to state that they are being appreciated by the North Shore patrons. The Boulevard seats 2500 and has facilities for staging and lighting the most elaborate spectacles.

Keeney's old theatre in downtown Brooklyn, after being taken over by Loew, Inc., was renamed Loew's Livingston. The name has been changed again and the house will now go under the name of Loew's Hanover.

Another theatre in downtown Brooklyn, the Criterion, and better known as the Supreme, has recently changed its policy to burlesque and pictures. Pictures will change twice weekly.

Berthold Hills, lessee of the Globe Theatre, 149th Street and Eighth Avenue, has closed the doors of that house for keeps, it is said. The reason given is that a new apartment house will soon occupy the old theatre site.

The Gate Theatre, a 450-seat house near Sea Gate, Coney Island, will soon revert to its former owners, Benas and O'Neil. Mr. Benas also operates the Newkirk Theatre, Newkirk Avenue and East 16th Street.

The Consolidated Amusement Company, under the leadership of Lawrence Bologina, is again stepping out in the way of building new theatres. This concern has two under way at present, one on Featherbed Lane, near University Avenue, with plans calling for 2500 seats, and another on 167th Street, one block east of the Concourse. The 167th Street theatre will also seat around 2500. Incidentally, there's plenty of rock on the site

of the latter house to insure a thoroughly sound foundation.

Sometimes it takes an event like a heavyweight championship bout to change the policy of a theatre. For the first time in its history the Stanley Theatre, the well known motion picture house at Seventh Avenue and 41st Street, New York City, has placed a serial, the Gene Tunney affair, on its program.

The Chatham Theatre, Chatham Square, a sort of stepchild of the local film trade until Lou Goldman, well known Bronx exhibitor, took it over, is making a few of the boys in the downtown New York neighborhood sit up and take notice, according to a recent report. Goldman, it is said, is packing them in at a fifteen-cent admission.

The Houston Theatre, Houston and Mott Streets, New York City, is closed at the present time to allow for extensive alterations. It is reported that on its completion, the house will be taken over by one of the big East Side circuits.

Another East Side theatre reported to be opened soon by one of the East Side exhibitors, is the Catherine Theatre, Catherine Street. This house is one of the smaller ones.

The Windsor Theatre, 412 Grand Street, is at present being remodeled to the tune of \$20,000.

B. K. Bimberg will open his new Endicott Theatre, 127 West 89th Street, New York City, on Thursday of this week. Manager Goldsmith will be in charge. The house policy will be a daily change in program.

After being closed for one and one-half months the Happy Hour Theatre, 234 Columbia Street, Brooklyn, has reopened. The house has been extensively overhauled.

F. G. Wilson has recently taken over the lease on the Rose Theatre, West 102nd Street, New York City. The house is now closed for alterations. The former lessee was Herman Gordan. Mr. Gordan has an interest in the Roselle Theatre, Roselle, N.J.

Two local theatres are reported as being on the market and one exhibitor who recently disposed of his house is looking for another.

One of the former is the Hasbrouck Heights Theatre, a 400-seat house, and the other is the Apollo, recently operated by Senbano and Licati, at 747 East 180th Street.

Albert Mezey is the exhibitor who is looking for another house and the reason is that he recently sold his Windsor Terrace, 1224 Prospect Avenue, to M. Michaels.

The Heights Theatre, Washington Street, Brooklyn Heights, will open Thursday, according to report.

It is rumored that William Salkin, Middle East Side exhibitor, will build another large theatre in the neighborhood of 83rd Street and First Avenue, New York City.

Not going out of the same neighborhood in search of further rumors, it is said that Charles O'Reilly's Park Lane, a new house under construction at 89th Street and First Avenue, has been placed on the market.

The Victoria Theatre, Norfolk Street, Newark, after being closed for four years, has reopened with Polish vaudeville and pictures.

The many friends of John Dacey, assistant to William Raynor at the Pathe Exchange, will be glad to know that John's "dags" are fast getting in shape. In fact, the doctor tells Mr. Dacey that he will be able to jump off the Woolworth Building in a few weeks without breaking down an arch.

If some of the exhibitor-callers at the Pathe Exchange want to see some good comedy and enjoy a hearty laugh, they should drop in on the fifth floor at Number 1600 and watch Eddie Carroll swat the Tunney punching bag. They say Eddie swings a sharp pencil much better than his fists.

The American Theatre, Borough Park section of Brooklyn, will open October 8th under the management of Joe Finger, former owner. The National Theatre Supply Company re-equipped the house.

Joe Hornstein, vice-president and general manager of the Eastern Division of the National Theatre Supply Company, recently left for Chicago on a ten-day trip.

John Hertner, of Hertner Electrical Company, McAuley of McAuley Arcs and Bill Kunzman, of National Carbon, were recent New York City visitors.

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## New England



EDWIN G. BATES, in charge of employment for all Shubert orchestra members in Boston and a member of theatre orchestras for many years, died Sept. 24 at his home in Roxbury, Mass. He was 61 years old.

Word has been received from M. B. Leavitt, at one time of Boston, and nationally known as a pioneer theatre owner, that he and Mrs. Leavitt were unharmed by the Florida storm but lost their home and all its contents. They have been located in Miami for the past few years.

John Flinn, with H. L. Duke, reached Boston on the thirtieth day of his record breaking trip, visited the Boston exchange and departed the same night for New Haven, Conn. At New Haven, the last of the 31 Associated Exchanges to be visited, he spent the greater part of Friday and Friday night returned to New York.

The Boston Film Team played a team match against a team from Manchester, N.H., on the links of the York Harbor Country Club at York Harbor, Me., over the weekend, winning by a close margin. On the Film team were Henry Scully, Ed "Dok" and Harry Golden, Jake Laurie, George Jeffries, Henry Wolper, Bill Kelley, John Dervin, Herman Rifkin, Dave Marshall, Henry Eckman, Chester Grenier and Sam Torgan.

Mrs. Emma V. Corbett, of Associated Exhibitors, Boston, has resigned to become booker at Warner Brothers Boston Exchange, succeeding Harry Smith, who took a similar position at Producers.

L. H. Flinn, of the New York Film Board of Trade, as assistant to the general counsel, was a guest of the Boston Film Board of Trade during the week and spoke at the Film Board meeting.

Samuel M. Moscow, sales manager for Independent Films, Inc., Boston, underwent an operation at the Riverbank Hospital, Boston, Monday and is now on the road to complete recovery.

Phelp's Theatre at Southbridge, Mass., has been sold by Clarence Jackson to Morris Posner, well known in the film industry in Connecticut, who will be active manager of the house.

Milton Hill, accessory service manager at Metro-Goldwyn-Mayer for New England, underwent an operation for appendicitis at the Conant Hospital, Bay State Road, Boston. The operation is reported as successful and he is rapidly recovering.

Timothy O'Toole, office manager at Independent Films, Inc., has returned from a successful trip to Canada during which business was combined with a vacation tour.

Harry Decker, of Decker's Film Transfer, was so anxious to see the Tunney-Dempsey go in Philadelphia that he, with others, chartered an airplane for the trip but just before time for them to embark weather conditions caused the pilot to cancel the trip and they had to content themselves with getting the fight story by radio.

The staff of the Metro-Goldwyn-Mayer Exchange in Boston will organize a Metro-Goldwyn-Mayer Club next week.

Henry Wolper, cashier for Metro-Goldwyn-Mayer in Boston, spent the week-end in New York for the World Series games.

Charles Moning of the Old Colony and Plymouth theatres at Plymouth, who has just completed the most successful summer season of these theatres in their history, spent several days in Film Row during the week, booking programs for the winter season.

Nathan Yamins, head of the M. P. T. O. A. of New England, and owner of several theatres in Massachusetts, has sold the Plaza Theatre, Fall River, Mass., to Dr. O'Connor. The new owner has been landlord of the Plaza Theatre for some years and now buys the business as well. He has appointed I. N. Hindle as manager.

The Casino Theatre at Quincy Point, Mass., has been sold by John McCue to a Mr. Ripley, who will operate same.

The Masonic Hall Theatre at North Conway, N.H., which has been operated by P. L. Randall, has been sold to A. S. Eastman, who has been manager of the theatre for several years. Mr. Eastman plans to operate the theatre throughout the year.

William Breen, of the Premier Theatre, Norwood, with others, is erecting a new theatre in that town which will be ready about March 1st. It will seat in the vicinity of 800.

Arthur Fallon, formerly assistant booker at the Fox Exchange, Boston, who resigned to go to Producers Distributing Corporation Exchange in a similar capacity, has returned to the Fox Exchange as cashier.

C. H. "Beau" Hartford, who looks after Pathe's interests in Rhode Island, is back on the job after a vacation spent in New York and Philadelphia during which he took in the Dempsey-Tunney party.

Mrs. E. R. Dessez, director of the educational department of Pathe with headquarters in New York, was a visitor to the Boston exchange of Pathe during the week.

C. W. Rackliffe, of the Majestic and Suffolk Theatres, Holyoke,

Mass., paid his first visit to Boston's Film Row during the week this year.

Ed Connolly, Western Massachusetts representative for Pathe, is covering his territory in a new Chandler sedan.

Ralph Quive, of Associated Exhibitors' sales staff, is another who has bought a new Pontiac sedan.

Thomas Meehan has been appointed manager of the Palace Theatre at Worcester, which has recently been extensively remodeled. He is succeeded as manager at Poli's Theatre by George Curtis.

Fred Couture, who operates theatres in Rochester, N.H., and Maynard, Mass., was in Boston booking for the late fall and early winter during the week.

William Buckley, of the Colonial Theatre and Opera House at Laconia, N.H., paid his annual visit to Film Row this week.

Ernest Warren, salesman for Pathe, heretofore has been an ardent believer in the life of a country gentleman and has resided at Lake Winnesquam, a matter of 101 miles from his office. But with memories of last winter's deep snows, he has decided to make his home in Boston for the current winter and has removed his family to Boston.

Word has been received that the two trucks owned by Harry Decker, engaged in the film transfer service in Florida, which were not heard of for some time after the storm, are O.K. and the drivers, Julius Mintz and J. Long are unharmed. While chaos reigned, the operators volunteered their services and their trucks to aid the unfortunate, working night and day until some sort of order was restored. Both drivers are Boston boys.



## Seattle



WITH the opening of the new Skinner Building in this city last week housing the magnificent new Fifth Avenue Theatre, the executive offices of this branch of the Pacific Northwest Theatres, Inc., moved into their specially planned quarters. Located in the Skinner Building now are Harold Horne, managing director of the Fifth Avenue; Archie Ruggles, house manager; Floyd Maxwell, director of Public Relations; Mitchell Sutherland, publicity director; and a staff of office executives and employees. General members of the Pacific Northwest Theatres executive staffs retain their offices in the Liberty Theatre Building.

Dave Frazer, manager of the local Producers' Distributing Corporation exchange, last week announced the appointment of Eddie L. Walton to his sales staff. Mr. Walton was formerly associated with the Greater Features office in Denver and more recently was connected with P.D.C. in Salt Lake City.

Fred Mercy, who purchased the Legion Theatre in Walla Walla recently from Frank Talabere, spent a few days in this city last week arranging subjects to play his house for the coming months. He announced that the name of the Legion has been changed to the Capitol, effective immediately.

Pathe executives from Butte, Portland and Seattle gathered here last week at the call of District Manager Frank Harris for a brief sales conference. Messrs. Bill Hughart, L. M. Cobbs and L. A. Samuelson from the three above named cities, comprised the gathering.

C. C. Lee, owner of the Paramount Theatre in Okanogan, Washington, passed away recently after a brief illness at his home. Charles Irwin, who has been managing the Paramount for a number of months, is expected to maintain the operation of the house.

Mrs. Carrie Crowe (Miss Olness), formerly associated with the

Elbe Theatres offices in this city, last week joined the office staff of the Western Film Corporation. She was originally associated with L. K. Brin's Kvality Exchange, when Mr. Brin held the Warner Brothers franchise in this territory.

Ed Dolan, theatre magnate of the Grays Harbor district, narrowly escaped serious injury recently when the automobile he was driving to this city from Aberdeen turned over on a bank on the road. Mrs. Dolan was slightly injured in the wreck, but the rest of the occupants of the car escaped with a few minor scratches.

John C. Flinn, president and general manager of the Producers' Distributing Corporation, made a brief visit at the local exchange last week on his swing around the nation's branches.

Reports that were current in this city last week indicated that the Tacoma Theatre in Tacoma, Wash., would soon be taken over by the Pacific Northwest Theatres

circuit, to add to their Colonial and Rialto Theatre interests in that city now. It was said that a large amount of money would be expended in renovating and remodeling the interior and exterior, and that the house would be operated by H. T. Moore for the Pacific Northwest organization.

Harry Black, former Vitagraph executive in this city and more recently associated with Fox in Portland, returned to his old haunts last week as the sales manager of a new theatrical display board. He has opened offices on Film Row in conjunction with the Motion Picture Record office.

Among the out-of-town theatre men seen on Film Row recently were Ned Edris of Centralia and Chehalis, Roy Czerny of Kent, John McGill of Port Orchard, Messrs. Quimby and Walton of Bellingham, Oscar O. Ruth of Mt. Vernon, G. F. Rediske of Lake Crocker, Charles George of Port Angeles and W. W. Barney of Arlington. Quite a delegation for the film magnates to work on!





# Albany



A CHANGE along Film Row last week has resulted in a woman now being named to handle the booking at the First National Exchange. Miss Renee Craven, who has been secretary to various managers of exchanges, and most recently to Alec Herman, has been named to the important post, succeeding "Al" Marchetti, who is now booking at the Producers Distributing Corporation Exchange, of which Mr. Herman is the manager.

Ed Hochstim, a well known salesman, now connected with the Associated Exhibitors Exchange here, is engaged to be married to a young lady in Hudson, the wedding being set for next June.

Governor Alfred E. Smith, as well as Mayor Thacher, have been invited to attend the opening of the Eagle Theatre in Albany, on Monday night, October 11. The theatre will be handled by George Roberts, and his son, Ormond, the latter doing the booking. A night and day force of workmen are busy hustling things along toward completion.

The film salesmen of Albany held a meeting last week and organized, at which time Fenton Lawlor was chosen as president; James Dermody, as vice-president; Ray Smith, secretary, and Edward Hochstim, as treasurer. They will meet every two weeks and are planning for a number of social events during the winter.

J. C. Flinn, general manager for Producers Distributing Corpor-

ation, was in Albany one day last week in connection with his coast to coast trip.

Ray Powers, booker in Buffalo for First National, was in town during the past week. M. Hogan, an auditor for First National, was also here.

Arthur Abeles, district manager for Warner Brothers, spent a couple of days in Albany last week in going over matters with Harry Seed, the local manager.

Bem Schwartz, of New York City, who is connected with Tiffany Productions, came to Albany last week for a conference with Sam Burns, in connection with the distribution of all Tiffany productions out of here.

Bert Gibbons, local manager for Bond, was in Northern New York all of last week, calling on various exhibitors.

A reward for the arrest and conviction of persons destroying his posters has brought relief to Jake Rosenthal of the Rose, in Troy, and his posters are no longer being torn from their boards.

Ray Smith, H. C. Bissell, Dick Melvin and others from along Film Row, were in New York City last Sunday, attending the World Series game at the Yankee Stadium.

With Pathe taking over the complete distribution of the Associated Exhibitors product, Joe Schleiger is no longer booking for the former. Mr. Hochstim will remain, however, as salesman.

W. E. Benton is putting up a stiff fight these days in connection with an effort on his part to reduce the assessment against the Capitol Theatre in Whitehall. The matter has been carried into the courts. The assessment was jumped from \$18,000 to \$35,000.

The Associated Film Clubs of Albany, which includes the managers as well as the salesmen, will hold a dance at the Knickerbocker Inn on the night of November 19. Jack Krause is chairman of the entertainment committee for the managers and Mr. Freiberg will serve in a like capacity for the salesmen.

Herman Vineberg, who left Albany a few months ago to handle the Glove Theatre in Gloversville, now has one of the most handsome theatres in Northern New York. The theatre was reopened only last week after a complete renovation and with new carpets and other features.

C. W. Morse, of Boston, who is connected with Phil Markell in handling the theatre in Adams, Mass., was on Film Row last week, doing considerable booking.

Visitors along Film Row last week included Clarence Dopp, of the Electric in Johnstown, and George Markell, of the Strand, in Pittsfield. Edward Windbiel, of the Orpheum, in Amsterdam, was also in town.

Julius Berinstein, of Albany, is in the field for at least two more motion picture theatres, according to his own announcement. He

already has the Colonial and Hudson, in Albany, and the Palace, in Troy.

A cornhusking contest is slated for the Strand Theatre in Carthage. Charles M. Johnson, of Buffalo, has been engaged as the new conductor for the orchestra in that theatre.

The Weidman Brothers, operating the Central Theatre in Albany, are contemplating closing their house next spring and remodeling it throughout.

Joe Kallet, of Rome, has bought 50 per cent of the Orpheum in Utica, from A. W. Goodman. Mr. Kallet has also secured control of the theatre in Boonville. It is said that the two Kallet boys, who already have several theatres in Canastota, Oneida and Rome, are planning to build up a circuit of at least a dozen theatres.

Bob Wagner, one time manager of the Rialto in Little Falls, has just opened a road house between Utica and Rome, and is being liberally patronized by the film boys out of Albany.

Ray Candee, of Utica, is now booking film for the Masonic Home for the winter months.

Mr. and Mrs. John R. Meigs are back from their honeymoon in Montreal and Mr. Meigs is at his Pathe desk.

Alec Weismann, local manager for Metro-Goldwyn-Mayer, and Alec Herman, the new manager for Producers Distributing Corporation, were in Utica, for two days last week, making the trip in the former's car.

## Butte

THE Montana Film Board of Trade met in regular session September 27 in the offices of Harry Meyer, Counsel and Secretary-Treasurer of the Board. The usual routine business came before the meeting and the question of "bicycling" of films was of paramount importance. Resolutions were passed expressive of the determination of the film men to see that pirating of films be stopped. It is the aim of Attorney Harry Meyer to investigate all cases that come to his notice and to institute proceedings in the courts against any violations of the national copyright laws pertaining to films.

Manager Dave Farquhar, of the Warner Brothers Exchange in Salt Lake City, is expected in Butte this week to attend to the leasing of a building for the opening of an exchange on Galena Street for Warners. Every indication points to an early establishment of the Warner office in the mining city.

Manager Shaffer, of the Columbia local exchange, has left for Helena territory on a week's trip.

C. R. Wade has resigned his position with the Producers Distributing Corporation and accepted a post with the Metro-Goldwyn-Mayer Company in their distributing office. He will have the same place Dave McElhinney held with M.-G.-M., who resigned some days ago, presumably to go South, but was per-

suaded to take charge of the Montana office of P.D.C.

The State Board of Arbitration of the film and theatre interests will meet the middle of October at the offices of Harry Meyer in the Pennsylvania block.

Branch manager W. M. Hug-hart has returned to Butte Pathe Exchange after an extended trip to Seattle.

The Butte Pathe office led the Great Scott Billings Roundup for eleven weeks and the entire organization is eagerly anticipating the announcement of the final results.

Tom Walsh and R. Warren, Pathe salesmen, are in Butte this week from their respective territories of eastern and western Montana to attend a sales conference.

It is rumored that there is to be a new theatre manager at the American Theatre at Butte. C. P. Skates, who hails from Bremerton, Washington, is scheduled to take the management of the American Theatre. At the present time W. J. Sullivan has charge of the American and the Rialto.

The following exhibitors were in Butte to attend the vaudeville meeting, and who took occasion to do a little film shopping: Albert Nadeau, Anaconda; William Steege, Great Falls; C. W. Eckhardt, Helena; Rolla Duncan, Lewistown; E. C. O'Keefe, Billings; G. A. Boedeker, Bozeman; J. A. Knutson, Miles City, and J. Griffith.

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## Cleveland



**WILLIAM J. BANKS**, secretary of the Cleveland Motion Picture Exhibitors Association, was off duty last week on account of illness. Nothing serious. He's expected to be back at his desk again the beginning of the week.

Arrangements are now under way for the combination of the Theatre Supply Company and the Exhibitors Supply Company which will merge as the National Theatre Supply Company, with offices in the space now occupied by the Exhibitors Supply Company in the Film Exchange Building, Payne Avenue and East 21st Street. Leo Dwyer, former head of the Theatre Supply Company, will be manager of the National Supply Company, and Frank Masek, of Exhibitors Supply Company, will be in charge of the city sales department.

Robert Cotton, central division

manager for P.D.C., absented himself from the office last week while he and his tonsils parted company. Reports indicate that he will be out and around again this coming week.

Harold Dunn has been appointed manager of the Warner Brother's Exchange in Pittsburgh by Nat Barach, district manager. Dunn, a former salesman in the Pittsburgh territory, succeeds James O. Kent.

Lou Edelman, assistant manager of the Famous Players-Lasky ad sales department, has been in Cleveland for the past week on business pertaining to the advertising department of the Cleveland exchange.

E. H. Brauer, Cleveland Famous Players-Lasky Exchange manager, took advantage of the wet weather last week to try out the rounds in the territory.

J. S. Jossey, of Progress Pic-

tures, and his trusty Wills St. Claire, started out together on Friday morning for New York.

John C. Flinn, P.D.C. general sales manager, held a successful meeting in Cleveland last Monday, attended by the entire office and sales force. It was a "pep" meeting. Pittsburgh was the next stop.

A. Chapman, special representative for P.D.C. in this territory, made his first visit to Cleveland last week in that capacity.

J. A. Hanley, First National home office auditor, is spending the week in Cleveland.

The Film Building register was dusted and brought out last week when several out-of-town exhibitors made personal calls on the exchanges. Among them were Gus Lambrigger, Grand, Orville; Cleve Brawdy, Yorkville Theatre, Yorkville; and F. B. Bubin, Palace, Akron.

Lemotto Smith, President of the Smith Amusement Company, which operates a chain of picture houses in Alliance and Warren, has mapped out an extensive program which includes both the buying and the building of more theatres. Smith has approved plans for a new 1500-seat house to be built in Alliance. And he has just purchased a \$400,000 theatre in Huntington, West Virginia. There are six houses now in the Smith chain.

Mrs. Frances Czajkowski, who had experience in the art of theatre operating while she had the Happy Hour, is now running the Heights Square Theatre at Harvard Avenue and East 42nd Street. The Heights Square has been closed for two years. Mrs. Czajkowski gave the house a thorough overhauling and cleaning before she opened it to the public last Sunday.



## Southwest



**SAM BRUNK**, connected with the local Famous Players-Lasky Exchange for several years as booker, and later as salesman, joined the F.B.O. Exchange October 1st. Brunk takes the place of Horace Falls who is now booking pictures for the 38 theatres owned by the Griffith Amusement Company.

The Griffith Brothers have added a new theatre to their chain with the recent purchase of the Hamly Theatre of Pauls Valley, Okla., from Mrs. Art Hamly. The Hamly Theatre is now under lease to L. E. Brewer. Mr. Brewer plans upon erecting a third theatre in Pauls Valley when his lease on the Hamly expires in February. Mr. Brewer already owns the Victory Theatre at Pauls Valley.

The Metro-Goldwyn-Mayer Exchange here has recently hung up

an electric sign over its front door down at the new exchange building. The sign, which is in the form of the company's trademark, is the only one on the building.

Roy Berry, former salesman for First National, who has been selling real estate at Amarillo, Texas, is back in the territory representing F. N. again.

Mrs. Woodson, assistant to the cashier at Universal's Exchange, left last week for Chicago where she will try out before the Victor Company. Some representatives of the Victor Company were in Oklahoma City this summer and upon hearing Mrs. Woodson's voice asked her to come to Chicago.

J. Mitchell, salesman for Pathe, has been transferred to the Kansas City office. Just before leaving Mr. Mitchell had his car stolen while making the Texas panhandle terri-

tory, and although he recovered it, the car was badly wrecked.

Walter Penn, salesman for Home State, got married over the weekend recently. The marriage was performed in the home of the bride, Miss Lucile Elkins, here in Oklahoma City. Charles Sassee, district manager of the Publix Theatres in Oklahoma, stood up with Mr. Penn.

W. H. Wood has sold his Wood Theatre at El Reno to Loomis and Enloe of that city. This makes three theatres for Loomis and Enloe in El Reno, as they already own the other two theatres of the town, the Criterion and the Empress.

Roy Heffner, manager of the local F.P.L. Exchange, won the national cup offered by the Hays office for the most efficient exchange in preventing fires. Roy tied with the Chicago office, so

we understand the Hays office is giving two cups.

The Crystal Theatre at Jennings is being redecorated at this time and is installing new equipment.

Roy Creason is remodeling his Palace Theatre at Eufaula and putting in some new equipment.

C. T. Rook, who has the Liberty Theatre at Watonga, is building a new theatre for Watonga that will seat 500. The new theatre will replace the old Liberty.

R. S. Moore, who runs the Gem at Snyder, has a new theatre at Snyder, nearing completion. This new theatre makes the second house for that town.

C. A. Kelley is putting in new chairs in his Rex Theatre at Custer City.

The Community Theatre at Wright's City, operated by the Choctaw Lumber Company, is being remodeled and re-equipped.



## Detroit



**LESTER STURN**, former manager of Metro-Goldwyn-Mayer, has been appointed manager of the Fox Film Exchange in Detroit, succeeding Will Clark, who returns to the Home Office as special representative.

Bill Lippincott, city salesman for Famous Players, has tendered his resignation, after being with that company for the past six years.

Leon Krim, of the Lyric Theatre at Mt. Clemens, has just stated that he is to take over the Macomb Theatre from Bob Peltier, on February 1. Peltier will, however, not stay away from the town, as he intends to remodel, redecorate, and possibly enlarge his Bijou Theatre.

W. C. Bachmeyer, division manager for Fox, has paid the local exchange a short visit this week.

The Fordson Theatre, in Fordson, Michigan, opened last Thursday night.

Frank Marshall, at one time connected with the local office of the Famous Players, is now general sales manager of the organ division for the Rudolph Wurlitzer Company, with headquarters in Chicago.

George Rowell, who has been away from the film business for a number of years, is back with us once more, as salesman with Warner Bros. George succeeds Bill Kent, who has resigned.

Sol Krim, son of Leon Krim, of the Lyric Theatre in Mt. Cle-

mons, was seen around the Film Exchange Building with his Famous Taxi Cab.

Hank Simmons, exploitation representative for Producers Distributing Corporation, has arrived at the local office to assist with the premiere of the new Senate Theatre which opened Saturday, October 2.

George Davidson, formerly connected with the American Booking Corporation, is now associated with the Columbia Picture Exchange as city salesman.

Metropolitan Motion Picture Company has opened an exclusive career shop on the main floor of the Film Building. Arthur Caplan is in charge.

The Montclair Theatre on Mack Avenue, has been remodeled and the name changed to the Ideal.

Ben Washmansy, manager of the Blackstone Theatre, is at present minus his car, as some ambitious automobile thief has driven away with it.

Al Bowman, manager of Columbia Pictures, has just returned from a trip to Grand Rapids.

George Gambrell, recently assigned to this territory as exploitation representative for Fox, has just returned after making his initial trip to all the key point towns.

Ben Purple, accessories salesman for Warners, has just returned from a trip to Chicago.





## Kansas City



SO noticeable has been the custom of Newman Theater employees, from Manager Bruce Fowler on down the line, to go about without hats, that it was worth a mention in the Kansas City Star this week. It was an unexpected bit of publicity for Mr. Fowler.

Mannie Shure, house manager of the Royal Theatre, Kansas City, tells this one:

A farmer and his wife were passing by the Royal the other night and noticed a long line extending from the ticket office.

"What be all them folks hanging around there for?" asked the farmer.

"You simpleton; can't ye see they're gettin' ready for a parade?" hotly retorted the wife. "Come along here."

"The joint board of arbitration

is not looking for trouble, but it is the duty of exhibitors to file claims, whenever there is justification, just as much as exchanges," advised C. E. Cook, business manager of the M.P.T.O. Kansas-Missouri, in a bulletin to exhibitor members.

Among the out-of-town exhibitors in the Kansas City market this week were: L. M. Miller, L. M. Miller Theatre Enterprises, Wichita, Kans.; Ray Cook, Missouri Theatre, Maryville, Mo.; Fred Fees, Best Theatre, Parsons, Kans.; W. H. Hammond, Blake Theatre, Webb City, Mo.; Barney Dubinsky, Jefferson City, Mo.; Ben Levy, Hippodrome, Joplin, Mo.; Ensley Barbour, Orpheum, Joplin, Mo.; Walter Wallace, Orpheum, Leavenworth, Kans.

New theatres are under construction in Bonner Springs, Kans.,

and Clinton, Mo., Dr. H. Marseilles being the owner of the latter house.

The new Gillioz Theatre in Springfield, Mo., a Universal house, will be opened soon, elaborate opening plans having been arranged, according to Fred S. Meyer, in charge of Universal theatres in the Kansas City territory.

The Electric Theatre, Joplin, Mo., will be re-opened and remodeled soon by the Grubel interests of Kansas City, Kans., according to F. C. Grubel.

The Bonaventure Theatre of Kansas City has been purchased by T. B. Rowell from F. W. Hewes.

C. E. "Doc" Cook, business manager of the M.P.T.O. Kansas-Missouri, returned this week from an extended tour through the territory in behalf of several adver-

tising deals which he has pending for the M.P.T.O. K.-M.

Bill Warner, First National manager, was out in the territory this week gathering in contracts, while Bill Flinn of P.D.C. conducted a beneficial sales meeting at the Kansas City Exchange.

Eddie Solog has been named as booker at the Warner Bros. branch, while Bob Gary, Fox exploitation man, is going back to his first love—Universal.

Charles Gregory, Metro-Goldwyn branch manager, has invented a new game of golf, whereby a "clean miss" is not counted as a stroke.

First National Exchange is installing a radio set in the office to keep the salesmen at home during the world's series.

F. W. Gebhardt, Pathe manager, was a territory visitor.



## South East



THE Film Board of Trade held their first annual picnic recently, which was attended by about 250 managers, salesmen and employees of the different exchanges in Charlotte. This outing from every standpoint was unquestionably a wonderful success. It was a basket picnic and from the reports, everyone enjoyed it immensely.

Ken Finley, of the Opera House, Goldsboro, N.C., was a Charlotte visitor this week, arranging bookings for his theatre. He was accompanied by his son, Ken, Jr.

C. L. Welch, of the Victory Theatre, Salisbury, N.C., motored down to Charlotte the past week to take in the screening of several pictures.

Warners' Broadway Theatre opened last Monday with three days a week Keith vaudeville. They are also running pictures in conjunction with the vaudeville. Business is reported from this theatre as very good.



Douglass P. Rathbone, W. E. Calloway, and Fred M. Jack (special representative)—the "Three Musketeers"—who have been responsible for getting the Memphis First National office under way

G. W. Logan, colored, will open a theatre, The Logan, in Goldsboro, N.C., about the middle of October.

M. W. Davis, manager of Warner Brothers Exchange, had the misfortune to break several small bones in his foot at the Film Board picnic.

E. F. Dardine, of Universal Film Exchange, has just returned from Atlanta, where he attended a sales conference of the southern division. Lou Metzger, general sales director; R. B. Williams, assistant sales director, and Dan Michalove, division sales director, were in charge of the meeting.

Herbert Pollock, formerly with Fox Company in Mexico and Cuba, is the guest of his brother, Mr. Fred Pollock, Manager of Metro-Goldwyn-Mayer office in Charlotte.

The Garrett Theatre, a new house which is to open in Greensboro, N.C., shortly will be managed by Archie Erps, formerly with Pryor Enterprises and also former film salesman.



## Florida



THE hurricane did very little damage to the theatres on the West Coast of Florida, in fact signs were the only losses reported. Miami, on the East Coast, suffered the most, with Moore Haven, a little city in the central portion of the State on the south shore of Lake Okeechobee, a close second. C. C. Klutts had just completed a handsome new theatre there and it was badly damaged. Klutts has had more than his share of hard luck. About two years ago his other theatre was badly wrecked by high water, and just before moving into his new house he had a film fire, but Klutts takes it all with a smile and digs right in to keep the people of his town amused.

The Victory, Tampa, opened

their vaudeville season Monday, the 20th. They play the Keith vaudeville the first three days and feature pictures the other four. Vaudeville actors will enjoy three great days at this house, for the manager, George B. Peck, is one of those old timers who know how to treat actors to get the best there is in them. George is the kind of manager I loved to work for when this writer was playing the two, and more, a day. His kind was always referred to as "A Prince."

J. G. Attanasio, owner of the Columbia at La Belle, was a Tampa visitor this week. Mr. Attanasio said that he had received an excellent offer, and thinking a vacation would do him good, had accepted the offer and leased the

house for a term of years. He is making a tour of the State and, "I might buy a house if I find one that suits me," he said.

JOHN B. CARROLL, General Manager of the Consolidated Amusements, of Tampa, and James M. Wiest, manager of the new Tampa Theatre, are up to their eye-brows getting things ready for the grand opening of this wonderful new house on the 15th of October. The general offices of the company will be removed from the Strand building to the Tampa Theatre building.

A. G. Elchinger has been appointed manager of the Grand, Tampa, by General Manager John B. Carroll, the managers of the

other five theatres owned and operated by Consolidated Amusements having moved up with the completion of the new Tampa.

The general offices of the S-B-T Properties, Inc., have been removed from the Central Theatre building, Tampa, to the Southern building, which gives them a location right in the heart of Tampa. President Sappal said they had added another house to their string this week, having bought the Gem in Jacksonville.

W. J. Dresser has leased the new theatre just completed in Safety Harbor, and expects to have it in operation by the 10th. The house was built by A. F. Washburn, of Clearwater, and is called the Alden.





## Chicago



**H. SCHOENSTADT & SONS** opened their rebuilt Atlantic Theatre on the evening of October 2nd, with a large crowd in attendance. The house has been very handsomely decorated, a new organ and other equipment installed, and presents the appearance of a new theatre.

Oscar Florine was host to a party of Chicago exhibitors at the annual high jinx golf tournament at the Crystal Lake Country Club and secured some very fine action pictures of Jack Miller, Frank Schaefer and Clyde Elliott.

"Red" Grange made personal appearances at the premier presentation of "One Minute to Play," at the Rialto Theatre on Monday evening, October 4th, and helped draw large crowds to this house, which for the first time in nine years is given over exclusively to motion pictures.

Cecil Maberry, of Producers Distributing Corporation, is sched-

uled to leave for New York City, Saturday, where he will attend a meeting of this company's sales executives.

Blank's La Claire Theatre, at Moline, Ill., has been closed for renovation and it is understood that the Blank Interests will spend over \$20,000 in redecorating and new furnishings for this house. The clean-up job is expected to be completed within a week or ten days.

Johnson Theatres, Inc., opened its new offices on the sixth floor of the Seiberger Building, 845 S. Wabash Avenue. President Earl Johnson has spent considerable time in the selection of furniture and equipment for the new quarters which present a very handsome appearance.

Simon Simansky, of Simansky & Miller, plans to leave for French Lick on October 10th, for his annual visit to the famous spa.

The National Theatre Supply Company has moved its executive

offices into its handsome new quarters at 624 S. Michigan Avenue. The Chicago store of this organization remains at 825 S. Wabash Avenue, where extensive improvements are being made, which will give larger space for showing of equipment, and improved facilities for taking care of customers.

John Flinn and Arthur White were among the prominent motion picture men who came to Chicago for the opening of the New Palace-Orpheum Theatre.

Memorial services were held on Saturday at the burial place of Bill Hershberg in Waldheim Cemetery, and a tablet was placed on his grave. It is just one year since the death of Mr. Hershberg.

Tom Reed, of Universal's publicity staff, visited this company's local exchange this week and then went on to the coast where he makes his headquarters at Universal City. Mr. Reed had been on a

European trip with President Carl Laemmle.

Jack Barry and Dave Hellman have returned from a trip through Central Illinois and report some terrific experiences bucking the flood water which covers the road in many places. At Milford, midway between Danville and Watseka, water reached the headlights of the car and the pair of film salesmen barely escaped being marooned in the midst of the flood.

Salesmen Ullrich, Florine, Meyers, Robinson, Woodward and Noy of the Pathe Exchange, received checks for \$250, Monday, as a reward of being on the winning team in the great Scott Billings Round-up contest. Branch manager Gillick received \$500, and the booker and cashier \$200 each. District manager Aiken is proud of the record made by the Midwest division in this contest, having four winners out of a possible ten for the entire country.



## Salt Lake City



**THYS WINKLE**, who operates the New Pace Theatre at Delta, Utah, was a Film Row visitor this week.

Bud Rodgers, vice-president of the Gotham Productions in New York, is in Salt Lake City paying the Columbia Exchange here a business visit.

James R. Keitz, manager of the local office for Columbia exchanges, returned a few days ago from a trip into the Idaho country.

Ike Swenson, owner of the Angelus Theatre at Spanish Fork, Utah, is lining up new business for his house this week along the Row.

Branch Manager Al O'Keefe, of the local P. D. C. Exchange, is leaving this week for a trip to Boise, Idaho.

Sales Director L. J. Schlaifer for Universal, was visiting the local exchange for a few days last week and has just left for New York.

New air cushion seats have just been ordered for the Victory Theatre according to Manager Carl A. Porter. These seats will be installed for the entire lower floor. The ventilating system has also been recently improved at the Victory.

George Mayne, owner of the Preferred Pictures Exchange here, is leaving soon for a trip into the Southern Utah territory.

L. C. Wingham, local manager for the Metro-Goldwyn-Mayer office, has left for about a week's trip to Butte, Mont. C. C. McDermond is making a trip into Idaho this week out of this exchange. "Buck" Wade is in the eastern part of Montana and C. John Predari is still in the Idaho country with his M. G. M. product. Salesman R. F. Egner is in the East where he was called to the bedside of his mother.

District Manager L. A. Davis just returned to the local Associated

Exhibitors Exchange after a trip throughout the Western territory. E. M. Gibson is in the Boise territory.

Branch Manager J. A. Epperson of the Pathe office, here, is still out on the Boise route. George Jensen and C. J. Hamal are both in the office for a brief stay. Hamal is back from the Nevada country and Jensen returned after a trip into Wyoming.

W. F. Gordon, manager of the local Associated First National Exchange, is making a short trip into Idaho. Claude Hawkes and Vete Stewart are both working in the Idaho country this week.

C. MacKain, Special Representative from the Associated First National Home Office, is expected to arrive in this city soon from the Coast after having visited the new studios there. He will spend about one week or ten days.

Clyde H. Messenger will return to his managerial desk at the Educational Exchange here from the Idaho branch this week.

Branch Manager H. Bradley Fish returned a few days ago to the local Fox Exchange from a short trip into Idaho. Bob Wallner, Idaho representative, left this week for his territory and expects to be gone for a period of two weeks.

Manager Dave Farquhar of the Warner Brothers, and Ed. C. Mix, sales representative, are leaving within a few days for a short trip into Wyoming. Salesman M. F. Keller has been transferred to Portland, Ore. He is being succeeded here by H. A. Dunklee.

Fred Lind, manager of the F. B. O. Exchange of this city, and Salesman R. L. Harris, have just returned from a swing through Idaho and Wyoming.



## Canada



**ROBERT LUXTON** is building a new 450-seat theatre on Mount Pleasant Road, Toronto, to be known as the Luxton Theatre. Two Motiograph de Luxe projectors, with appropriate equipment, have been purchased for the house. Mr. Luxton is also interested in another theatre which is being built at Danforth Avenue and Luttrell Street, Toronto, to serve the Northeast section of the city.

After two years of strife, the Palace Theatre, Calgary, Alberta, is once more on the "fair list" of organized labor, according to formal announcement. Manager J. B. Barron effected an agreement

with the musicians and they have taken their posts in the pit, the union operators also returning to the projection room at the same time. Quite a few musicians from the Grand Theatre are now at the Palace.

A Canadian who suffered property damage in the Florida hurricane was Max Fischer, conductor of the special orchestra at the Capitol Theatre, Montreal. Mr. Fischer received word that his attractive bungalow near Coral Gables had been destroyed.

Several changes have been made in managerial posts for Warner

Bros. in Canada. B. L. Lyon, general manager for Canada, has announced the appointment of J. Allen, of Winnipeg, as Western Division manager and W. Cohen is now manager of the Winnipeg branch office. Joe Lieberman, well known in the Maritime Provinces, has been appointed Warner branch manager at St. John, N.B.

The annual autumn golf tournament of the moving picture business in Toronto, held at the Thornhill Golf and Country Club late in September, attracted 60 players, seven of the Toronto exchanges being represented, Regal Films,

Famous-Lasky Film Service, Fox, Universal, United Artists, Warner Bros. and First National.

The Eddie Cantor trophy for the low net score was won by Jack Hunter of Famous-Lasky with a very commendable card. Other winners included William Bach, of First National; R. McClelland, manager of the Capitol Theatre, Toronto; A. C. Benson, Toronto manager of Famous-Lasky Film Service; Charles Dentelbeck, of Electrics, Limited, and Richard Sturtridge, of Sutton, Ont.



# Milwaukee

THE Efficiency Club of Metro-Goldwyn-Mayer Milwaukee office was entertained at a banquet at the Milwaukee Elks Club on September 25th. Approximately 25 members and their wives attended the banquet. Bridge ended the evening's entertainment.

Raymond Pfeiffer, who is managing the Princess Theatre in Chilton, was in Milwaukee this week arranging fall bookings.

W. B. Lyman, assistant manager of Warner's New York, was in the Milwaukee office for a few hours on Wednesday.

S. Olson, of Delavan, was a Film Row visitor recently. Mr. Olson runs the Pastime Theatre at Delavan.

Francis Kadow, manager of the Mikado Theatre, Manitowoc, was among out of town exhibitors in Milwaukee this week.

Elmer Huhnke, booker at First National offices, was sent into the territory on a two-weeks' trip. He is accompanied by Leo Horster,

First National Representative, who is studying American methods with a view to applying them in Germany. Ben Schwenke, of the Advertising Department, is taking Mr. Huhnke's place as booker.

August Burkholz, manager of the Mermac, of West Bend, was a Milwaukee visitor recently.

Miss Estelle Steinbach, contract clerk in the First National offices, is very ill and is not expected back at her desk for at least a month.

Frank Steffen, manager of the Rex Theatre at Racine, spent a few hours along Film Row arranging future bookings.

Steve Bauer reopened the Avenue Theatre, Milwaukee, on October 2nd, after the house had been closed for complete redecorating and remodelling.

Al Robarge was a recent Milwaukee visitor. Mr. Robarge manages the Cosmo at Merrill.

George Levine, manager of Uni-



Fred G. Sliter, recently appointed manager of Fox Films exchange at Milwaukee

versal branch, is out in the territory making several of the key towns.

Mr. Marloff, of the Cozy Theatre at Iron River, spent a few hours in the various exchanges here recently.

FRED G. SLITER, who was appointed manager of Fox Films Milwaukee Exchange by general sales manager James R. Grainger in New York, Monday, has arrived in Milwaukee and officially taken charge of the office. On his way to Milwaukee, Mr. Sliter stopped off at Chicago where he conferred with district manager Clyde Eckhardt. He was met in Milwaukee by Eddie Grainger from the home office, who has been in charge at the local branch for the past three weeks.

Mr. Sliter is one of the best known film men in the country, having been associated with the motion picture industry for many years. For the past three years he had been manager for the First National branch at Seattle.

# Philadelphia

GROUND has already been broken for Green & Altman's new theatre at 33rd and Diamond streets. The contract calls for completion within 300 working days which will have the theatre available, probably, for a Labor Day opening. Walter Woodward, who is now managing Green & Altman's Park Theatre, will be resident manager.

Jack Greenberg, secretary of the Film Board of Trade, was awarded the Jules E. Mastbaum trophy in

the recent film golf tournament held on the links of the Green Valley Country Club. Joseph Sneltenburg won the second leg of the Lew Berman trophy. It is a handicapped match and more than 60 film men took part. The tournament was followed by an informal dinner in the club house. During the evening Eli M. Orowitz presented the prizes, which numbered about fifteen.

Low Goldstein, proprietor of the Rialto Print Shop, who has been

a familiar figure on Vine Street for the past ten years, and who has been absent for the past six months recovering from a severe illness, has resumed his activities and is receiving the congratulations of his many friends on his recovery.

Frank M. Seltzer, who has been acting as resident manager and publicity director of the Fox Theatre, 16th and Market streets, for some time past, has recently resigned and will affiliate with a large chain of theatres in this territory.

Mr. Seltzer's successor has not yet been appointed.

Sid Sugarman, who has been connected with the Masterpiece Film Attractions in a sales capacity, has resigned and will affiliate with a national distributing company in this territory.

Helen and Margaret McGuirk, daughters of John J. McGuirk, vice-president of the Stanley Company of America, have just returned from a summer's trip through Europe.

# Minneapolis

E. G. FORSYTH, manager, opened the New Lyric Theatre at Houston, Minn., last week.

Plans for a new Scenic Theatre at Appleton, Minn., to replace one recently destroyed by fire have been announced by R. G. Risch. Construction is expected to start soon.

With a three-night celebration the New Grand Theatre opened last week at Knoxville, Ia.

The Ames Theatre, Ames, Ia.,

reopened last week with Joe Gerbracht manager.

A. G. Stolte will manage the remodeled Englert Theatre, Iowa City, which is expected to reopen in November after damage by fire last winter.

The Strand at Chariton, Ia., which reopened last week, will show four nights a week this winter, Harry Mitchnick, manager, announces.

The Princess Theatre at Boone,

Ia., is undergoing extensive remodeling.

William Gray is the new manager of the State and Grand theatres, Fargo. He was formerly doorman at the State.

The Drake Opera House is putting in a new projector.

Jimmy Wiest, formerly of Minneapolis, will manage the New Tampa Theatre at Tampa, Fla.

Part of the city hall of Platteville, Wis., has been opened as a theatre called the New Strand.

W. I. Barnes, of Velva, N.D., has taken over management of the Glenburn, N.D., theatre from William George.

J. P. Martin has redecorated the Strand Theatre, Creston, Ia., and made other improvements.

Otis V. Lloyd, of Sioux City, Ia., has been named manager of the Rialto there by Blank Enterprises.

The auditorium at McClusky, N.D., has been taken over by L. G. Evanson, formerly of Minneapolis, and renamed the Rex.

# St. Louis

THE Advance Trailer Service Corporation of New York has opened a branch office in St. Louis, Mo., to serve its Southern Sales territory. It is located in the Pathe Exchange at 3318 Olive Street. Walter J. Freudenberger, southern sales manager, is in charge.

Lindenwood College for Girls, St. Charles, Mo., has installed a motion picture machine in the chemistry lecture room. The ma-

chine will be used for general exhibits as well as class work.

William Dart, an editor of "Fox News," is in town to handle the St. Louis games of the World's Series. He took advantage of the assignment to visit with his father who lives in University City, Mo.

F. B. Quinby, general manager of the Short Subjects Department of Fox Film Corporation, and J. L. Grainger, general sales manager,

are other dignitaries of the film world who have visited St. Louis in recent days.

Motion pictures of the first game of the World Series were shown in the Missouri, Ambassador and Grand Central theatres on Sunday, October 3, the day after the games were played in New York.

Abe Fischer, district manager for Warner Brothers, is spending sev-

eral days in St. Louis. He was enthusiastic about the reception given the Vitaphone at its initial St. Louis showing on October 1.

Visitors of the week included: Bob Stempfle, St. Charles, Mo.; Green Luttrell, Jacksonville, Ill.; Joe Hewitt, Robinson, Ill.; Jimmy Clayton, West Frankfort, Ill.; Tom Reed, Duquoin, Ill.; Dominic Frizina, Taylorville, Ill.



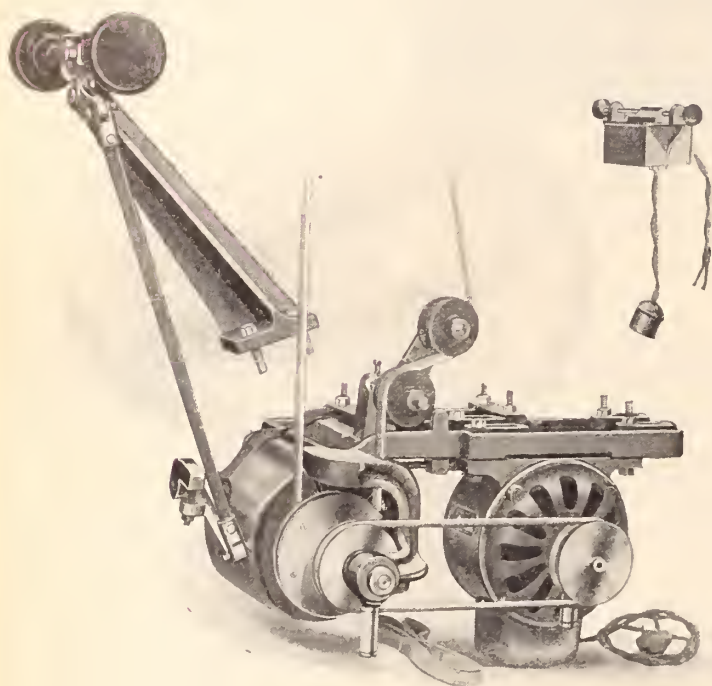
# POWER'S Governor Type Speed Control

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Indicators may be placed at any number of points desired, and the musical director and projectionist will have no trouble in closely following the program and time schedule.

Power's Speed Indicator Equipment consists of a high grade magneto generator, which is connected by suitable wiring with one or more exceedingly accurate indicating instruments having scales, calibrated, to show the speed of the film in feet per minute and minutes per thousand feet. Other types of scales will be supplied at a slight additional cost. The generator is driven by belt from the motor attachment pulley on the mechanism.



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# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION

## Former "Dance King" Head of Largest R. I. Circuit

*"Ed" Fay Started Theatrical Career in Orchestra  
Pit at Keith's in Providence*

**B**Y his acquisition in August of the Emery group of 5 theatres in Providence, R. I., Edward M. Fay, of that city, or just plain "Ed" Fay, as he is known to thousands of persons, has become the largest theatre owner in Rhode Island. He has added new lustre to his name. The name, once a synonym for the best there was in music, is now indicative of a high standard of theatre entertainment, be it motion pictures, vaudeville or the drama.

The Fay stamp of approval now goes on the shows in six of the leading theatres in Providence, including three photoplay houses (Majestic, Rialto and Capitol), two combined vaudeville and picture houses (Fays and Emery), and one house for the spoken drama, the Modern Theatre.

Before he startled Providence with the announcement of the million dollar deal that brought the Emery group under his control, Mr. Fay operated but a single theatre in the city, Fays, which he acquired in 1916 when, as the Union Theatre, it was tottering toward ruin. Few persons outside the theatre world knew that he also operated theatres in Rochester, N. Y. and Philadelphia and that he had a new house under construction in Buffalo until the announcement of the recent deal.

Providence, therefore, suddenly became aware that it had in one of its native sons a man who is a power in the theatre business. The city felt an irresistible urge to offer its congratulations, and so, on September 8, its leading business and professional men paid him due tribute—not so much because of the magnitude of the business Mr. Fay has built but more because of the affection generally held toward him.

### *Leadership Recognized*

Providence and a large portion of New England knew him first as the "boy wonder violinist." That was when he was only 10 years old and filling major concert engagements. As the years went on his ability improved and his reputation as an artist grew. Thus it was that he was selected at the early age of 20 to lead the orchestra in the B. F. Keith Theatre in Providence.

Music was his career and when for reasons of age he lost the application of the "boy wonder violinist" he acquired a new one. He became the "dance king" of the times—times when dance music was not so far removed from the traditions of the art as it is today. If there be those among

the younger generation who are under the impression that Whiteman is the original "dance king" let them refer to their elders, who remember a "dance king's" court as a place for the music for the stately minuet and quadrille. That was when Fay was "king."

The famous orchestra which he maintained under his own name and personally conducted was in constant demand. No social function at which music was featured was considered completely successful without Fay's Orchestra, and calls for its services came from the fashion centres of Rhode Island and other states. Many times Mr. Fay took his orchestra to Newport, Narragansett Pier and Watch Hill to play at the smartest of society events.

### *Deserted Music for Theatre*

Mr. Fay held his sceptre as the more lively mazurka and polka steps came along. And he still wore the crown when the two-step, the forerunner of the ultra-modern and fantastic steps of today, was ushered in. He cast off his kingly robes, abandoned his throne and forswore his violin, except for personal pleasure, when jazz appeared. Jazz did not appeal to him, and besides, the business side of the theatre was beckoning to him. Into it he plunged in 1916. How well he has succeeded is demonstrated by his recent acquisition in Providence and his operations in other cities.

It is a point of pride to Providence that he is a native son. The people of the city have always admired him for his musical and business ability, though until recently they did not know the full extent of the latter. But deeper, there is a regard for him in the hearts of his fellow citizens, many of them his playmates and schoolmates of boyhood days, that is inspired by his own feeling of brotherly affection toward all men. Even those who do not know him personally know of him as a leader and participator in affairs of public welfare and interest.

That is why so many men of Providence and vicinity assembled to pay him honor at the dinner sponsored by the Town Criers in recognition of his achievements. Among those who spoke at the dinner were men who had known him for years. They spoke frankly and with feeling while singing the praises of the man who had done more than just his bit to elevate the standards of the theatre.



Edward M. Fay

Mayor Joseph H. Gainer of Providence, a lifelong friend of Mr. Fay, traced the boyhood of the man the assembly was to honor, characterized him as a high type of citizen of whom the city is proud and sketched his rise from an orchestra position to the commanding place he now holds in the theatre world.

Mayor Gainer was followed by M. J. O'Toole, past president of the Theatre Owners of America, an organization of which Mr. Fay is a director. Mr. O'Toole pictured the part that the ideal theatre owner plays in the community life and pointed out that a theatre owner is, after all, a community leader. He congratulated Mr. Fay for having fulfilled his obligations in that respect.

### *Notable List of Speakers*

Others who spoke were William L. Sweet, president of the Providence Chamber of Commerce; James S. Dancker, successor to Mr. Fay as Chief Crier of the Town Criers, and John E. Hurley, master of ceremonies. At the head table besides Mr. Fay and the speakers were M. F. Williams, Vincent Coleman and Bernard Steele, members of the stock company playing at Mr. Fay's Modern Theatre; Foster Lardner, manager of the E. F. Albee theatres in Rhode Island; Daniel S. Mahoney, of the Evening Tribune and Allison Stone, general manager of the Providence Journal and Evening Bulletin. The dinner was enjoyed to the accompaniment of music furnished by an amalgamated orchestra of all the theatre orchestras in the city and led by Bernard E. Fay, a brother of the guest of honor. This was a tribute to Mr. Fay's prowess as a musician.



# "New Idea" Bands Cater to Local Tastes

## Orchestras on Stage New Feature Offered at Publix Theatres

THE necessity of including entertainment of local appeal, mostly musical features designed to suit the popular taste of theatregoers in various cities over the circuit, is at the bottom of the "New Idea" which, after a vigorous publicity campaign in Kansas City and Dallas, finally was introduced in the Publix theatres in those cities. The "New Idea" turns out to be the presentation of the permanent orchestras of the houses on the stage as a featured unit of the program, and is based on the old idea of finding out what the patrons of a theatre want and giving it to them.

The plan has been introduced at the Newman in Kansas City and the Palace in Dallas, Tex. Lou Forbes has replaced Alexander Keese at the latter, while Keese has taken up his baton as conductor of the Newman orchestra, over which Forbes formerly presided. Both organizations appear on the stages of their theatres at deluxe performances and offer a program of classical and popular music, with specialists touring with the Publix unit shows interpolating songs and dances. The long overture has been abandoned in favor of this "new idea," which Publix is instituting in these houses to lend an added feeling of intimacy and a closer contact with the local public, an element found lacking in the unit shows produced in New York and circuited over the Publix chain. Musical programs will be designed to meet the local tastes, with opera or jazz featured, according as audience reactions are judged to indicate the preference for one or the other.

Alexander Keese and his "New Idea" orchestra, which became a feature at the Newman last week, is proving of such widespread interest that business has increased in leaps and bounds. It is the first time in the history of the theatre that an orchestra has been featured on the stage in addition to the regular Publix show.

## Hines on Stage and Screen at Pittsburgh Grand

Johnny Hines in two personal appearances a day on the stage of the Grand in Pittsburgh, was the leading attraction presented last week at that house in conjunction with "The Brown Derby," the comedian's screen vehicle. Hines is a former resident of Pittsburgh and was a popular draw "in the flesh" as well as on the screen. The Grand's bill was further elaborated with the appearance of the Alex Jackson's Plantation Orchestra Jubilee Singers, composed of eleven musical artists.

### Rialto Features Band Act

A musical band act, the Joe Thomas Saxette, was offered as the stage attraction at the Greater Rialto, Omaha, in conjunction with "Paradise," last week's screen feature on the second of the "greater programs" at that house.



PROLOGING "THE BLUE BOY"

The photo above shows the setting used at the Mosque Theatre, N. J., for the atmospheric prelude to the Educational-Technicolor picture "The Blue Boy." Violinist garbed as "the blue boy" played "Mother Machree."

## "The Campers" in Prologue at Crandall's Met

"The Campers," composed of a male quartet augmented by one feminine voice, are featured in an atmospheric prologue staged during the current week with "3 Bad Men" at the Metropolitan Theatre, Washington, D. C. The singers appear in a western setting and wear costumes designed to duplicate those of characters in the screen play. Owing to the length of the picture, the customary concert overture of the Metropolitan Symphony under Daniel Breeskin's direction, is omitted in favor of a brief prelude featuring selections from Puccini's "Girl of the Golden West." Breeskin is using "Just a Song at Twilight" and "Westward Ho!" the latter composed by Hugo Riesenfeld, as the two main themes in his musical score for "3 Bad Men."

The popular hit scored last week at the Metropolitan by the Record Boys, radio and phonograph favorites, assures them of a re-engagement at that house in the near future, and their signing for a return date already has been announced as one of the coming attractions at the Metropolitan.

## Stage Arabian Prologue for "The Sheik" at Lyric

A revival of "The Sheik" was staged on an elaborate scale last week at the Lyric Theatre, Hartford, Conn. A special prologue in a picturesque Arabian setting and produced by Guy Hedlund was an added feature of the program. The stage number featured Poetra Kinanda, former member of the Imperial Russian Ballet, in an Oriental interpretation, and a musical ensemble of five vocalists.

## "Trudy" Stage Attraction at Brooklyn Strand

Gertrude (Trudy) Ederle, of Channel swimming fame, has been booked as the

stage attraction to be offered by the Brooklyn Mark Strand for the week beginning October 9.

Managing Director Hyman is offering an operatic number as the stage feature during the current week, which provides "Sparrows" as the main screen entertainment. "Gems from Pagliacci" is the title of the number, in which Louis Dornal, Carlo Ferretti, Tom Williams, Edna Burphans and an augmented Ballet Corps participate.

## May Organize Circuit for Amateur Performers

Joe Saperstein, local manager for Harmanus-Bleecker Hall, Albany, is finding it rather difficult these days in securing talent for his amateur shows staged one night a week. He said last week that the local field had been well drained of amateurs and that he might organize a circuit for amateurs and bring talent on from New York City who could work over a circuit of at least a dozen or fifteen theatres and take their chances at winning first prize money, which runs from \$10 to \$15.

## Des Moines Capitol Starts Series of Sunday Concerts

The Capitol Theatre in Des Moines has launched the first of a series of Sunday noon concerts. The concerts start at 12:30 and the admission price of 50 cents entitles patrons to remain for a complete stage and screen show, regularly beginning at one o'clock. In announcing this innovation at the Capitol, the management of the Publix house in Des Moines stated that the idea will be continued if the public evinces sufficient interest in it.

### Rialto in Amsterdam Reopens

After being thoroughly renovated and remodeled in a number of respects, the Rialto in Amsterdam, N. Y., reopened this week and will run a tabloid show for two weeks.

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# Stanley Co. Circuiting Strand Frolics

**Numbers Staged by  
Plunkett Will be  
Traveled as Units**

THE New Mark Strand Frolics, produced by Joseph Plunkett and offered at the Mark Strand in New York City, are to be circuiting as unit shows over the Stanley chain of houses. These presentations will be traveled intact to a number of theatres under a plan similar to that employed by the Publix Company. As the Strand frequently offers presentations employing the prologue idea and therefore designed for presentation with a particular photoplay, it is probable that the circuiting plan will make it possible to travel the program, picture and presentation, to the houses on the route.

A number of Plunkett's stage productions have been booked into other Stanley theatres as presentation features during the past few weeks. The Brooklyn Mark Strand has presented one, and last week the Mosque Theatre in Newark offered a Plunkett presentation featuring Estelle Carey, Betty Rees, Kitty McLaughlin and others. The Mosque Theatre's own quartette and ballet corps were introduced in place of similar organizations maintained at the Mark Strand. Settings and effects for the presentation were arranged by Cecil Coping.

At the present time full details of the circuiting plan have not been worked out. The route over which the productions will be circuiting has not been designated up to the present and the applications of the plan up to the present have been more or less experimental efforts directed toward the development of an elaborate system. The adoption of such a plan will make it practical to stage more expensive productions, since the production costs will be prorated to the theatres booking them.

## Davis' Olympic Features Elaborate Program

Harry Davis' Olympic Theatre, Pittsburgh, offered one of the most elaborate bills seen at a Pittsburgh cinema last week, when three "extra" features were programmed to surround the leading screen attraction, "The Belle of Broadway." The stage numbers included the Royal Welsh Choir and personal appearances of Miss Thelma Williams, "Miss Pittsburgh of 1926." Theda Bara in her first two-reel comedy, "Madame Mystery," was also featured. The bill also included a Pathe News reel and Harry Hochle's Orchestra.

## The MANAGER'S OFFICE

GUS GREENING, former manager of the Stratford in Detroit, has been appointed general manager of Joseph Cosco's five theatres in that city. These houses are the Stratford, Harper, Gratiot, Tivoli, and the Jefferson.

RAYMOND J. DEUSERN, formerly manager of the Fox Terminal Theatre, Newark, N.J., is now resident manager of the Baker Theatre in Dover, which recently was purchased from Raymond F. Woodhull by the Stanley-Fabian Corporation of Newark and New York.

CHARLES L. EPLER is now manager of the New Allen Theatre in Allentown, Pa. Epler formerly managed the old Lyric Theatre in that city.

SILAS CARPENTER is now manager of the Madison Theatre, Detroit. He succeeds Russell Chapman who has been transferred over to the Capitol. Rex Minkley is at the State, J. McGinnis at the Adams, and Mr. Immerman at the new Michigan.

SIDNEY GATES formerly assistant manager under Harry Greenman, manager of Loew's State Theatre, St. Louis, has gone to Norfolk, Va., to take over the management of Loew's State Theatre there.

LIVINGSTON LANNING one-time resident manager for Loew's State Theatre and prior to that chief assistant of William Goldman in the management of the Missouri and Kings theatres in St. Louis, is now manager of Loew's Colonial Theatre in Reading, Pa.

MARSHALL TAYLOR, former manager of the Kinema in Salt Lake City, has been promoted by Universal to the position as director of the company's houses in Milwaukee.

## Russian Cossack Chorus Is Presented at Madrid

One of the most notable stage presentations offered in conjunction with motion pictures in Kansas City, was featured last week at the Madrid Theatre in that city, when the Russian Cossack Chorus, under the direction of Sergei Socoloff appeared at the de luxe performances as a leading number of a program, which offered "Mare Nostrum" as the screen attraction.

## Stanley Offers Atmosphere Number

An atmospheric prologue featuring twenty male voices and produced by the Stanley Technical Staff was the stage feature offered last week in conjunction with "Men of Steel," at the Stanley Theatre, Philadelphia.

## Cleveland Exhibitor Makes Cut to Benefit Labor-Class Patrons

MAX MARCUS, owner-manager of the United States Theatre in Cleveland, and affectionately called "Daddy" Marcus by everybody in the film business in that city, has reverted to his old and original five-and-ten-cent admission policy. For some time past Marcus has been playing to ten and fifteen cents admission. But he says he'd rather give pleasure to more people with reduced admission prices, than play to just as much money with fewer admissions, at increased admission prices.

The United States Theatre has 1,500 seats. It is one of the largest subsequent run houses in the city. It draws its patronage from the laboring classes. Many of these people have been seriously affected by the strikes which have been a veritable epidemic in Cleveland during the past year.

The fifteen cent admission was an added burden to these people. Marcus said that he thought they needed recreation now, with business poor, more than they did when they were all working, so by reducing his prices to five and ten cents, he is making it possible for more people to get that recreation. It's because Max Marcus has the interest of his patrons at heart that he was one of the first exhibitors in Cleveland, is still one of the leading exhibitors of the city. He has always been successful and enjoys the sincere good-will of his patrons, of his competitors and of the exchanges.

## Smalley Circuit Managers in Prize Competition

William Smalley, operator of a chain of theatres in upper New York State, has offered a prize to the manager in his organization who shows the best exploitation in connection with a picture. Smalley has a dozen or more theatres and the idea is working out very well and bringing plenty of competition as well as some excellent prologues and other features that attract patronage.

## Fashion Revue with "Fig Leaves"

A style revue staged in conjunction with Odum, Bowers & White, Birmingham merchants, was the added attraction offered with "Fig Leaves" at the Ritz Theatre in that city, last week. Twenty Birmingham beauties displayed the latest creations being featured by Odum, Bowers & White. Donahue and La Salle opened the show with a novelty stage number.

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| Andantino .....Franck         | Marche Nuptiale .....Ganne      |

Send for complete  
Index of 111 Pieces

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New York City





View of the new factory of the Valen Electrical Company, Akron, Ohio, where Valen Curtain controls and automatic stage equipment is manufactured

## Jack Marks Plans 1,400 Seat Theatre for Clarksburg, West Va.

CLARKSBURG, West Virginia, is soon to have a new up-to-date, modern theatre of steel skeleton type, brick and tile walls, fireproof floors and roof, it became known recently when announcement was made by Jack Marks that he had secured a twenty-five year lease on the property at 404 West Pike Street. The present Rialto Theatre and Apollo confectiory will be remodeled, he stated, and the entire space will be used in connection with the building of the playhouse.

Mr. Marks, who is one of the city's best known theatrical men, stated the name and policy of the theatre will be announced later. Mr. Marks has been intimately identified with the development of the theatrical business here, having located in Clarksburg eighteen years ago. He first operated the old Star Theatre on Fourth Street, where part of Stone Brothers store is now located, this being the first exclusive picture house in the city. Later, for a number of years, he operated the Orpheum on Fourth Street, and The Opera House. At present he is the proprietor of Marks' Orpheum on West Main Street.

Plans for the building were made by E. J. Wood and Son, architects, who will start construction September 1, and it is expected to have the new theatre ready for a grand opening on New Year's Day. There will be a seating capacity of 1,400 with a stage forty feet deep and sixty feet wide. Modern equipment will be installed to make the theatre comfortable, it was stated, while the decorative scheme will be one of architectural beauty.

Starting from the front the theatre will be modern in every particular. There will be a lobby forty-five feet long with white tile floor, and at the left of the foyer will be the women's parlor and cloak room.

From the foyer at right and left will be wide stairways leading to the balcony and mezzanine floor. These stairways will be seven feet wide with white marble treads. The men's smoking room and parlor will be on the mezzanine floor.

The auditorium will be fifty by eighty-two feet and will provide seating arrangements for 800 persons. The balcony will seat 500 and will have down and cross aisles. The seats will be of the box spring type, heavily upholstered and built for comfort. The floor will be built at a pitch of about four and one-half feet with seating arranged so as to give a clear and unobstructed view from any point. Indirect lighting will be used.

The organ will be a Moller two-manual type with pipe lofts at right and left of the auditorium. The console will be located at the left of the orchestra pit and will have an electrically operated blower. The proscenium will be another feature.

An efficient heating and ventilating system will be installed.

The lobby, foyer and auditorium will be illuminated with chandeliers of the newest type, operated in a two-circuit system. Five large dome lights, each three feet in diameter, will be set into the underpart of the balcony.

## Cleveland House Entirely Rebuilt; Seats 1800

Paul Gusdanovic's renewed Regent Theatre, Buckeye Road and East 116th Street, Cleveland, opened last Friday night to a large, enthusiastic and appreciative audience of invited friends. The house, originally having 800 seats, now has 1,800 seats all on one floor, with never a pillar nor post to obstruct the view. Although the Regent is not a new theatre, there's nothing left to remind one of its original appearance. The interior of the old part of the theatre has been entirely rebuilt to coincide with the new part which Gusdanovic has added. Tan walls, with amber side lights, panels with hand decorated designs in which blue, gold and maroon are artfully mingled, these panels being separated by simulated Corinthian columns with gold leaf tops. Maroon velvet drapes greet the eye upon entering the auditorium. The large stage with vari-colored terra cotta proscenium

arch, has a full maroon velvet curtain. All of the exits are likewise draped in maroon velvet. The concrete floor is covered with a highly colored carpet of the newest design. The seats of wood are grey, each aisle seat decorated with an ornate "R," standing for the name of the theatre. New projection equipment has also been installed, as well as the latest lighting, heating and ventilating systems.

The invitational opening program last Friday was auspiciously carried out with Ernest Schwartz, attorney, exhibitor and friend, as introducer of the speakers of the evening.

The house policy will be confined to straight pictures during the week, with vaudeville as an added attraction for Sundays. Jack Sliney has been made house manager.

## Two Keith-Albee Theatres Well Under Way

The two new theatres being erected in White Plains and New Rochelle, N.Y., are progressing at a rapid pace. The New Rochelle Theatre, underwritten by the S. W. Strauss Company and on completion to be leased to the Keith-Albee interests, will house twenty-two shops in addition to the theatre proper. The building has a frontage of 227 feet on Main Street.

The White Plains Theatre is expected to be ready for occupancy about January 1. The orchestra of this theatre will seat approximately 1,440, the mezzanine 200, balcony 1,080, and the orchestra and boxes together 1,660, making a total of 2,830. It is said that the stage of this house will be the largest in Westchester County, measuring 111 feet across the footlights, while the gridiron will be 61 feet above the floor. This theatre will also go under lease to Keith-Albee.

## Automatic Devices Expand Stabilarc Division

The Stabilarc division of the Automatic Devices Company, Allentown, Penna., announces the completion of a two-story addition to its plant facilities for manufacturing Stabilarc motor-generator sets.

This increase in space makes available a total area of three times the size of the original building and assures the customers of this machine a continuance of the quality and efficient service which has been mainly responsible for its adoption as booth equipment.

The Stabilarc motor-generator set was offered to the trade only after the most thorough factory and theatres tests had demonstrated its qualities to the satisfaction of some of the foremost authorities in the industry.

The Automatic Devices Co., of which the Stabilarc organization is a part, is headed by Irving Samuels, well known throughout the industry as chiefly responsible for the distribution of A.D.C. Automatic Curtain Controls.

## Druggist Plans New House for Hermosa Beach

Dan Casey has recently purchased the southwest corner of Fifth Street and Camino Real, Hermosa Beach, Cal., where he proposes to erect a new theatre building. The estimated cost of the structure is \$100,000. Mr. Casey is a Hermosa druggist.



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Home of the Stabilarc division of the Automatic Devices Company, Allentown, Pa., where Stabilarc motor-generator sets are manufactured. A two story addition to the building was recently made

## Elaborate Premiere of Seattle House. Planned by Harry Arthur

THE Fifth Avenue Theatre in Seattle, the newest and one of the most complete and beautiful picture houses in the Northwest, has chosen the P. D. C. picture, "Young April," as its first attraction. This picture from the Cecil De Mille studios was recently selected for the opening week of the great New York Hippodrome, which is the New York first run house for P. D. C. pictures.

Harry Arthur, president of the Pacific Northwest Theatres, Inc., made elaborate plans for the opening of his new and magnificent Seattle house. These plans included a street festival, reminiscent of the old Golden Potlatch days. Arrangements were made with the street car system to convey all passengers downtown between

the hours of 6:30 and 7:30 in the evening. The city authorities agreed to close Fifth Avenue to traffic and to have a cordon of police on hand.

Great spotlights were placed to throw their beams over the crowds and across the skies to let everyone know that the new theatre was opening. Four bands were engaged to provide music for the crowds in the street and this music was to be picked up by amplifiers and redistributed all over the section. Huge screens were hung on which the words of the songs played could be thrown so that the people could sing. Take it by and large, these plans were probably the most elaborate ever formulated for the opening of a theatre.

## Break Ground on Alhambra, Sacramento, Cal.

Ground was broken during the latter part of September for the new Alhambra Theatre on the site at Thirty-first and K streets, Sacramento, Cal. A syndicate headed by Geo. W. Pelletier is in charge of operations and the organization plans to make this house one of the finest motion-picture theatres on the Pacific Coast.

Plans call for a seating capacity of 1,750 and the architecture will be of Moorish design. The entrance will be twenty-five feet wide with stores on either side. The walls will enclose what will be known as the Garden of Alhambra, modeled after the Alhambra of Granada, Spain. Entrance from this garden to the foyer will be achieved by paths leading past fountains, under pergolas and around artistic benches. Massive stairways will lead to the auditorium and loge section.

## New Theatre for Union City, Tenn.

The Crescent Amusement of Nashville, Tenn., has awarded the contract for the new house to be erected on First street, Union City, Tenn. The contract calls for an expenditure of \$70,000 and completion within ninety days.

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# Projection

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### Inquiries and Comments

#### Resurfacing Screens



EO GILLES, Wahpeton, N. D., addresses the Projection Department as follows:

"Dear Sir:

"We have a roll picture screen that needs recoating and would like your advice concerning the best thing to use for this purpose. Does a pure white coating give the best results, or is a white coating, with a touch of blue or gray, better?

"I am referring to kalsomine for the above.

"Another thing. I believe there is a so-called Dalite screen coating on the market and I would like to know if this is just a pure white.

"The conditions at the theatre I have in mind are as follows: projection distance 96 ft.; width of picture 13 ft., a direct current arc light using 50 amperes."

#### In Doubt

We are in some doubt, from your letter, Friend Gilles, as to whether you have in mind the use of kalsomine alone or whether you desire a comparison of this finish with oil paints.

White kalsomine, such as alabaster, obtainable from any paint dealer, provides a good reflecting surface and requires but little experience in applying it to surfaces. The principal thing to remember when finishing a surface with this paint is to work quickly so that any section will not dry before the area around has been painted.

#### Temporary

A kalsomined screen at best, is but a temporary job. Such a surface depreciates quite rapidly, so that it will be necessary to recoat the screen every four or five months in order to keep its reflecting properties up to grade.

If frequent applications of kalsomine are used, no better recommendation could be made for recoating the screen since it provides an excellent diffusing surface and this in turn means good picture registration and definition. The low cost involved is certainly an argument for frequent recoating of the screen.

We do not recommend the so-called "tinting" of screens in an effort to obtain some imaginary improvement in the color quality of the projector light. Such tinting is always accompanied by a loss of light and in order to obtain any noticeable change in the color quality the sacrifice in light is too great for the results obtained.

As far as we know, no satisfactory method of changing the color quality of the



Interior view of the Jayhawk Theatre, Topeka, Kans., showing ticket booth and entrance to foyer

light provided by the ordinary arc, the high intensity arc, or the incandescent lamp, has as yet been evolved. The simplest method, of course, would be to introduce color screens in the path of the beam, but even this has not worked out for the simple reason that such devices operate by subtracting certain colors from the beam in order to obtain a residual color of the desired quality.

This not only results in a large loss of light but it is also unsatisfactory since the remaining colors are too weak to provide the desired results. The logical method would be to add light of desired color, or colors, until the proper proportions of color were obtained. No practical method for accomplishing this has as yet been found.

#### Tinting Has No Chance

If the use of color screens in the path of the projected beam cannot do a satisfactory job of color alteration (without too great a light loss), then what chance has screen tinting to do the same thing?

There can be no doubt that the most successful job of tinting can be done by using a diffusing surface and even here the results are nothing to brag about. With metallic surfaces the chance for success is even more limited since all polished surfaces when seen by a reflected beam of light look alike as regards color. When seen by diffused light, the characteristic color of the metal will be apparent.

With a dull-polished surface, of course, of the type employed in the making of reflecting screens, the tint artists have more leeway to do their stuff, but it is sufficient to say that their efforts are strictly limited and must be guided by a balance between the extent of the tinting and the loss of light involved.

As regards the Dalite coating you mention, we do not know the details about this finish but the manufacturer will undoubtedly be glad to inform you all about his product.

#### A More Permanent Surface

Returning to the matter of paint, we would like to say that if the job of refinishing your screen surface every four or

five months is too much for your stomach to savor, then the only thing to do is to use a more permanent, more expensive paint.

Even oil paints depreciate with age (and degree of service) and this depreciation is greater than most people imagine. Until a relatively short while ago this matter of depreciation was largely a matter of guesswork and no two people apparently could guess alike because of the many variable factors involved.

Fortunately, an exhaustive series of tests on the light reflecting properties of all commonly used paints under different conditions of use, was conducted by the Edison Lamp Works, and the results of these tests are now available.

Starting next week, it is proposed to run two or three articles giving information on the light reflecting characteristics of different classes of paints as determined by the tests mentioned above. They should prove interesting reading for persons addicted to re-surfacing their own screens and will undoubtedly help in the selection of a satisfactory paint.

In general, it can be said that both zinc and magnesium bearing paints have a high initial co-efficient of reflection, which does not depreciate too rapidly in comparison with other basic pigments.

#### Avoid Black

Somewhere in your letter, Friend Gilles, you inquire as to the desirability of a gray color. If the gray is obtained by adding black then by all means avoid it since the addition of black simply means that the gray is being obtained by the black absorbing part of the light.

It is far better, we believe, to paint the screen a flat white, and so obtain the advantage of a high—initial, at least—reflection factor. Also, it is far better to apply the paint in thin coats, well brushed out, using say, three coats, than to make a botch job of it by applying only one thick coat.

### Let Contracts on Saginaw Shrine Theatre

The contracts for the new Shrine Theatre, Saginaw, Mich., have been let and contractors have started work on the cleared site on the northwest corner of Washington Avenue and Tuscola Street. On completion, the new playhouse will be leased to Balaban and Katz of Chicago. The estimated cost of the combined theatre and club building is about \$1,000,000.

#### Cheyenne Theatre Ready Nov. 1

The walls of the new theatre building at Cheyenne, Wyo., are rapidly taking form and completion of this part and placing of the roof is looked for before winter weather arrives to slow up the work. The new playhouse is expected to open soon after November 1.





Exterior view of the Bush Egyptian Theatre, San Diego, Cal. This house was opened to the public a few weeks ago

## Fox Brooklyn Theatre Project in Heart of Downtown District

**B**ROOKLYN, which has for many years strongly supported the progress of the motion picture, is to be rewarded by the Fox Theatres Corporation with one of the largest and finest picture houses in the country. It will cost more than eight million dollars and will occupy practically all of the valuable triangular block at the convergence of Flatbush Avenue, Fulton and Nevins Streets, in the heart of the amusement and business district. The seating capacity will be about 4,500.

The theatre will be one of the largest and most thoroughly equipped in the Fox national chain of twenty-five moving picture houses. The decorations and fixtures will cost close to half a million dollars. The chairs, curtains and rugs are to be of special design and numerous works of art have already been purchased for the interior decoration, which will surpass anything which has been done in the existing motion picture houses in the East.

The grand lobby will be fifty-five feet high and magnificently furnished. One of the features of the seating arrangement will be an intermediate balcony of reserved loges, with a capacity of 800 persons. There

will be a specially designed pipe organ and the house will be artificially cooled in summer by a refrigerating plant having a capacity of 500 tons.

The mechanical equipment also includes an electrically operated orchestra pit, by which the musicians can be elevated during symphony numbers to the level of the stage. It will also be possible to elevate only a small portion of the orchestra pit for piano or vocal numbers.

The main, or 12-story portion of the office building, will occupy the corner of Flatbush Avenue and Nevins Street, with a lower section extending along Nevins to Livingston Street and another east along Flatbush Avenue.

As a theatre site it is by far the choicest location in the theatrical district. It is situated in the midst of such theatres as the E. F. Albee, Strand, Majestic, Orpheum, Werbas Brooklyn, Loew's Metropolitan and the Casino.

The property is within two blocks of the Flatbush Avenue Terminal of the Long Island Railroad and directly at the entrance of the Flatbush Avenue Extension leading to the Manhattan Bridge.

## Independent Supp'y House Announced in N. Y. C.

Following the recent merger of practically all of the larger motion picture supply houses throughout the country, comes a communication from I. H. Moscovitz, formerly a salesman with Sam Haplan, an independent dealer in New York City, disclosing the information that he will shortly establish another local independent equipment company. Mr. Moscovitz states that everything pertaining to theatre equipment will be stocked and that the address of the new firm will be announced in the near future.

## Work Under Way at Bastrop, La.

Charles J. Goodwin has started construction on his new theatre on the South side of the Court House Square in Bastrop, La.

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## Equipment Merger Affects Boston Addresses

**C**ONSOLIDATION of theatre equipment houses in the new National Theatre Supply Co. has brought about several additional changes of address in Boston's Film Row, in keeping with the general upheaval caused by the removal of several of the exchanges to new locations. The consolidated company has opened salesrooms at 7 Isabella Street and the former salesrooms of the United Theatre Equipment Co. at 28 Piedmont Street, the Exhibitors Supply Co., 67 Church Street, and the Eastern Theatre Equipment Co. at 65 Broadway, have all vacated these premises and moved into the Isabella Street rooms. George Fecke is manager.

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# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highbinders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Notcracker, The	E. E. Horton	Assoc. Exhib.	5786 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6967 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Rocque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George Walsh	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H. B. Warner-L. Rich	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant, The	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight, The	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lilian Rich	F. B. O.	6388 feet	May 22
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M	6755 feet	Jan. 23
Mlle. Modiste	Corinne Griffith	First National	6230 feet	May 15
Money Talks	Windsor-Moore	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O' Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M	5020 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National	9710 feet	April 17
Hands Across the Border	Fred Thompson	F. B. O.	5367 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	919 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morganson's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7750 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Ranson's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4451 feet	May 29
Read Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman-Conklin	First National	7533 feet	May 22
Winning the Futurity	Landis-C. Horton	Chadwick	5400 feet	
Wise Guy, The	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass		Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovey Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Mulhall-J. Ralston	First National	6562 feet	June 19
Trip to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Rocque	Prod. Dist. Corp.	6612 feet	
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28



Feature	Star	Distributed by	Length	Reviewed
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Hero of the Big Snows, A	"Rin-Tin-Tin"	Warner	4745 feet	
Lodge in the Wilderness	A. Stewart-E. Burns	Tiffany	5200 feet	
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthelmess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M	6970 feet	Sept. 4
Belle of Broadway, The	Betty Compton	Columbia Pictures		
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vauhan	F. B. O.	4718 feet	
Devil's Gulch, The	Bob Custer	F. B. O.		
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloria Swanson	Paramount	6435 feet	Sept. 11
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Her Man o'War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Into Her Kingdom	Corinne Griffith	First National	6446 feet	Aug. 21
Kick-Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.	5447 feet	
Lone Wolf Returns, The	B. Lytell-D. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Millie a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Quicker'n Lightning	Buffalo Bill, Jr.	Artclass	4850 feet	
Satan Town	Harry Carey	Pathe	6 reels	
Senior Daredevil	Ken Maynard	First National	6402 feet	July 17
Show Off, The	Ford Sterling	Paramount	6195 feet	Sept. 11
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lytell-Percy	Tiffany	6200 feet	Oct. 2

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	Lionel Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adorce-R. Graves	M-G-M		
Block Signal, The	Ralph Lewis	Lumas	5795 feet	
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Campus Flirt, The	Bebe Daniels	Paramount	6 reels	Oct. 9
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 1
Devil Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton-O. Moore	Paramount	6 reels	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia		
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib.	5888 feet	Sept. 11
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Asso. Exhib.	4500 feet	Sept. 18
For Alimony Only	Leatrice Joy	Prod. Dist. Corp.	6070 feet	Oct. 2
Forlorn River	Jack Holt	Paramount		
Going the Limit	Jack Holt	F. B. O.		
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	6 reels	Sept. 18
It Must Be Love	Colleen Moore	First National	6848 feet	Sept. 25
Jack O' Hearts	Landis-G. Hulette	American Cinema	5881 feet	
King of the Pack	Viola Dana	F. B. O.	6103 feet	Oct. 2
Kosher Kitty Kelly	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 28
Laddie	Douglas MacLean	Paramount		
Ladies First	Gordon-J. Novak	Tiffany		
Lost at Sea	Sherman	Paramount	6500 feet	Aug. 21
Mare Nostrum	Special Cast	M-G-M-Ingram	11000 feet	Feb. 27
Marriage License, The	Bushman-Dove	Universal	7680 feet	July 3
Michael Strogoff	Alma Rubens	Fox	7168 feet	Sept. 11
Nell Gwyn	Ivan Mosjoukine	Universal	10 reels	
One Minute to Play	Dorothy Gish	Paramount	6741 feet	
Paradise	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Poker Faces	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Ridin' Rascal, The	E. Horton-L. La Plante	Universal	7808 feet	July 31
Silent Power, The	Art Acord	Universal	4510 feet	
Son of the Sheikh, The	Ralph Lewis	Lumas	6100 feet	
Sparrows	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Speeding Thru	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Venus, The	Creighton Hale	Elbee Pict.	5500 feet	Sept. 11
Strong Man, The	Priscilla Dean	P. D. C.	5560 feet	July 24
Subway Sadie	Harry Langdon	First National	6882 feet	Sept. 18
	Mackail-Mulhall	First National	6727 feet	Oct. 2

Feature	Star	Distributed by	Length	Reviewed
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia		
Temporary Sheriff, The	Dick Hutton	Rayart	4500 feet	
Temptress, The	Garbo-Moreno	M-G-M		
Texas Streak, The	Hoot Gibson	Universal	6259 feet	Sept. 18
Then Came the Woman	Frank Mayo	American Cinema	6803 feet	July 17
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	7 reels	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
Waning Sex, The	Norma Shearer	M-G-M	6 reels	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Bankv	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Across the Pacific	Monte Blue	Warner Bros.	6954 feet	
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod.	6605 feet	
College Days	Maeceline Day	Tiffany	7000 feet	
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib.		
Countrv Beyond, The	Oliver Borden	Fox		
Dame Chance	Special Cast	American Cinema	6769 feet	
Desert Demon	Buffalo Bill, Jr.	Artclass	4760 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.		
Devil's Island	Pauline Frederick	Chadwick	6900 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The		Lumas		
First Night, The	B. Lytell-D. Devore	Tiffany		
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Great Gatsby, The	Baxter-Wilson	Paramount		
Great K. & A. Robbery, The	Tom Mix	Fox		
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
King of the Saddle	Bill Cody	Assoc. Exhib.		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Man From the West, The	Art Acord	Universal	4474 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Midnight Lovers	Nilsson-Stone	First National		
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros.	7846 feet	
Obey The Law	Bert Lytell	Columbia Pictures		
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Prince of Tempters, The	Lyon-Moran	First National		
Private Izzy Murphy	George Jessel	Warner Bros.	7889 feet	
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Red Hot Leather	Jack Hoxie	Universal	4555 feet	
Return of Peter Grimm	Alec B. Francis	Fox		
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Take It From Me	Reginald Denny	Universal	6649 feet	
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Whispering Wires	A. Stewart-E. Burns	Fox		
Winning Wallop, The	Wm. Fairbanks	Lumas		
Woman's Heart, A	E. Bennett-Whitman	Sterling Pictures		
Yellow Back, The	Fred Humes	Universal	4726 feet	Oct. 9
You'd Be Surprised	Ramond Griffith	Paramount		
Young April	Special Cast	Prod. Dist. Corp.	6858 feet	Sept. 11

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Age of Action, The	Wally Wales	Assoc. Exhib.		
Age of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
April Fool	Alexander Carr	Chadwick		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Going Crooked	B. Love-O. Shaw	Fox		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
His New York Wife	E. Clayton-A. Day	Famous Attractions		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning	Tiffany	Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man in the Shadow, The	M. Stedman-D. Torrence	American Cinema	5632 feet	
Masked Woman, The	Anna Q. Nilsson	First National		
Men of the Dawn	Milton Sills	First National		
On the Wings of the Storm	R. Howes-V. Faire	Fox		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Rough Riders, The	Frank Hopper	Paramount		
Saddle Cyclone	Buffalo Bill, Jr.	Artclass	4900 feet	
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Synopating Sue	Corinne Griffith	First National		
There You Are	Nagel-Roberts	M-G-M		
Thirty Below Zero	Buck Jones	Fox		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	
Canadian, The	Thomas Meighan	Paramount		
Duke of Ladies, The	Special Cast	First National		



Feature	Star	Distributed by	Length	Reviewed
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidor	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet	Aug. 28
Just Another Blonde	Mackail-Mulhall	First National		
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	E. Brent-L. Gray-L.	Brooks		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal	6102 feet	Sept. 11
Red Mill, The	Marion Davies	M-G-M		
Sin Cargo		Tiffany		
Stranded in Paris	Bebe Daniels	Paramount		
Steppin' Along	Johnny Hines	First National		
Streak of Luck, A	Buffalo Bill, Jr.	Artclass	5000 feet	
Twinkletoes	Colleen Moore	First National		
Upstage	Norma Shearer	M-G-M		
White Black Sheep, The	Richard Barthelmess	First National		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Blonde Saint, The	Kenyon-Stone	First National		
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island		Tiffany		
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M		
Flaming Timber		Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet	Oct. 9
Lady in Ermine, The	Corinne Griffith	First National		
Lunatic at Large, The	Leon Errol	First National		
Man of the Forest	G. Hale-J. Holt	Paramount		
Not Herbert	Ben Lyon	First National		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Slide, Kelly, Slide		M-G-M		
Sun of Montmartre, The	Norma Talmadge	First National		
Taxi Dancer, The	Joan Crawford	M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Butterflies in the Rain	Laura La Plante	Universal		
Flame of the Border, The	Ken Maynard	First National		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Here Y'are, Brother	L. Stone-B. Dove	First National		
Little Journey, The	Haines-Windsor	M-G-M		
Long Pants	Harry Langdon	First National		
Mystery Club, The	Special Cast	Universal		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Silky Anne	Constance Talmadge	First National		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass	4875 feet	
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Coming and Going	Buffalo Bill, Jr.	Artclass	4800 feet	
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Orchids and Ermine	Colleen Moore	First National		
Song of Steel		Tiffany		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The		Tiffany		
Too Many Women	Norman Kerry	Universal		

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Alice Ardell	F. B. O.	2 reels	
Ain't We Got Fun	Wise-McKay	Artclass	2 reels	
Alice Be Good	Alice Day	Pathe	2 reels	July 31
Alice the Fire Fighter		F. B. O.		
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Well That Ends Well	A. Vaughn-L. Kent	F. B. O.	2 reels	
All Wet	Snub Pollard	Artclass	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming		Red Seal		Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Babes in the Sawdust	Charles Puffy	Universal	1 reel	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	1 reel	
Balloon Tired	"Cartoon"	Educational	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mud	Jimmie Adams	Educational	2 reels	Sept. 18
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	

Title	Star	Distributed by	Length	Reviewed
Benson at Calford	George Lewis	Universal	2 reels	
Big Business		Fox		
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morros-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Blisters Under the Skin		F. B. O.	2 reels	
Bonehead Bobby		Rayart	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Briny Boob, A	Billy Dooley	Educational	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop's Fables"	Pathe	1 reel	Sept. 11
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Day	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump		F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Meow, The		Cranfield & Clarke	2 reels	Sept. 18
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Cut Price Glory	"Life Cartoon"	Educational	1 reel	
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West—"Cartoon"	"Cartoon"	F. B. O.	1 reel	
Dinner Jest, The		Pathe		
Dippy Tar, A	Billy Dasley	Educational	2 reels	Sept. 25
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	Mar. 20
Dizzy Dancers	Cameron-Lorraine	Fox	2 reels	
Dizzy Days	Bobby Ray	Rayart	2 reels	
Don Key-Son of a Burro	Holmes-Davidson	Pathe	2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fatty's First Fancy	Fatty Layman	Sava Films	2 reels	
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 5
Felix the Cat Bursts a Bubble	"Cartoon"	Educational	1 reel	
Felix the Cat Hunts the Hunter	"Cartoon"	Educational	1 reel	
Felix the Cat in a Tale				
o' Two Kitties	"Cartoon"	Educational	1 reel	June 26
Felix in Jim Gems	"Cartoon"	Educational	1 reel	Sept. 18
Felix the Cat in Gym Days	"Cartoon"	Educational	1 reel	
Felix the Cat in Land O'				
Fancy	"Cartoon"	Educational	1 reel	
Felix the Cat in School Days	"Cartoon"	Educational	1 reel	Oct. 9
Felix the Cat in Two Lipe				
Time	"Cartoon"	Educational	1 reel	Oct. 9
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Ringer	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fool, The	Bray Prod	2 reels	Sept. 18	
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fight Night	Billy Bevan	Pathe	2 reels	May 15
Fire	Snub Pollard	Artclass	2 reels	
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistical Culture (Series)	Louis Sargent	F. B. O.	2 reels	



Title	Star	Distributed by	Length	Reviewed	Title	Star	Distributed by	Length	Reviewed
Flashing Oars	George Lewis	Universal	2 reels		Man About Town, A	Stan Laurel	Pathe	1 reel	July 10
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3	Married Widow, The	Eddie Gordon	Sava Films	2 reels	
Flying Papers	Earl McCarthy	Artclass	2 reels		Marry Month of May	"O. Henry"	Fox	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6	Masked Mammals		Pathe	2 reels	
Fly Time	"Aesop Fables"	Pathe	1 reel		Masters of Arts	"O. Henry"	Fox	2 reels	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3	Matrimony Blues	Lige Conley	Fox	2 reels	
For Cryin' Out Loud	Neely Edwards	Universal	1 reel		McDoughal Alley (Series)	F. B. O.	2 reels		
For the Love of Pete	"Cartoon"	Bray Prod	2 reels	Sept. 11	Meet My Dog	Bowes-Vance	Educational	1 reel	July 10
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11	Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels		Meet the Boy Friend	Chas. Doherty	Loumay Prod.	1 reel	April 17
Fresh Faces	Walter Hiers	Educational	2 reels	July 3	Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17
From the Cabby's Seat	"O. Henry"	Fox	2 reels		Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel		Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31
George Runs Wild	Sam Saylor	Universal	2 reels		Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17
George in Love	Sam Saylor	Universal	2 reels		Min's Away	"The Gumps"	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels		Minute to Go, A	Eddie Featherstone	Cranfield & Clarke	2 reels	Sept. 25
Get 'Em Young	Harry Myers	Pathe	2 reels		Missing Links	"Cartoon"	Educational	1 reel	Sept. 25
Getting Hitched		Bray Prod	2 reels		Mixed Brides	Wanda Wiley	Universal	1 reel	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15	Mixed Doubles	Charles Puffy	Universal	1 reel	
Gimme Strength	Jimmie Adams	Educational	2 reels		Money Screams		Fox	2 reels	
Girl	"O. Henry"	Fox	2 reels		Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Going Crazy	Lige Conley	Educational	2 reels	May 29	Monkeys Prefer Blondes		Bray Prod	2 reels	
Gold Brush, The	Hank Mann	Sava Films	2 reels		Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	Sept. 11
Golfing Widows, The	Barbara Luddy	Fox	2 reels		Mortgaged Again	Arthur Lake	Universal	1 reel	
Grabbing Grabbers	Mickey Bennett	Cranfield & Clarke	2 reels	Sept. 18	Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Gun Shy	"Aesop Fables"	Pathe	1 reel		Motorboat, The	"Van Bibbers"	Fox	2 reels	
Gypsing Gypsies	Milburn Marante	Cranfield & Clarke	2 reels		Motor Trouble	Charles King	Universal	2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels		Move Along	Lloyd Hamilton	Educational	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21	Movie Madness	Edna Marian	Universal	2 reels	June 5
Happy Days	Ethlyn Gibson	Artclass	2 reels		Movie Struck	Dorie Eaton	Cranfield & Clarke	2 reels	
Hard to Hold	Laymon-Dorety	Sava Films	2 reels		Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6
Harem Knight, A	Ben Turpin	Pathe	2 reels		Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22	Mr. Wife	Neal Burns	Educational	2 reels	
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24	Mum's the Word	Charles Chase	Pathe	2 reels	May 15
Hearts for Rent	Arthur Lake	Universal	1 reel		Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels		My Kid	"Big Boy"	Educational	2 reels	Sept. 11
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12	Napolean, Jr.		Fox	2 reels	
Help Wanted	Charles Puffy	Universal	1 reel	May 1	Never Again	"The Gumps"	Universal	2 reels	Oct. 2
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	April 17	Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4	Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooly	Universal	2 reels	
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28	Newlyweds in Quarantine, The	Snookums-Clair-Dooly	Universal	2 reels	June 19
Her Ben	"Aesop Fables"	Pathe	1 reel		Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28	Nobody Loves Me	Chas. Puffy	Universal	1 reel	Sept. 18
Her Hunter Hero	Bobby Ray	Rayart	2 reels		Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24
Heroes of the Sea		Cranfield & Clarke	1 reel		Non-Skid Banana, The	Charley Bowers	F. B. O.	2 reels	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures			Non-Stop Bride	Hoyt-Cameron	Fox	2 reels	Sept. 25
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures			North of 64	Sid Smith	Sava Films	2 reels	
Hired and Fired	Paul Parrott	Universal	1 reel		Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10
His Girl Friend	Mack-Marion	Universal	2 reels	July 31	Not to Be Trusted	"Helen and Warren"	Fox	2 reels	
His Private Life	Lupino Lane	Educational	2 reels	June 12	Oh! For a Nurse	Sid Smith	Sava Films	2 reels	
His Taking Ways	Al St. John	Bischoff	2 reels		Oh! Monkey Be Good		Bray Prod	2 reels	Sept. 18
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3	Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels	
Hoboken to Hollywood	Billie Bevan	Pathe	2 reels	Sept. 11	Olga's Boatman	Neely Edwards	Universal	1 reel	Sept. 25
Hold 'Er Sheriff	Cliff Bowes	Educational	1 reel	July 3	One P. M.	Bobby Ray	Rayart	2 reels	
Hold Still	Cornwall-Duffy	Educational	2 reels		On the Farm		Bray Prod	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27	On the Jump	Al Alt	Rayart	2 reels	
Home, Sweet Home	"Aesop Fables"	Pathe	1 reel		On Thin Ice	"Mutt & Jeff"	Short Film Syn	1 reel	Mar. 6
Honest Injun	Johnny Arthur	Educational	2 reels		Open House	Johnny Arthur	Educational	2 reels	Sept. 4
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels		Opry House Tonight	Arthur Lake	Universal	1 reel	July 31
Honeymoon Hospital		Fox	2 reels		Optimist, The	Charles Puffy	Universal	1 reel	May 22
Honeymooning With Ma	Charles King	Universal	2 reels	June 5	Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17	Over There	Al Joy	2 reels		
Howdy Judge	Bobby Ray	Rayart	2 reels		Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7	Papa's Mama	Arthur Lake	Universal	1 reel	
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13	Papa's Pest	Burns-Steadman	Educational	2 reels	June 5
Humdinger, The	Johnny Arthur	Educational	2 reels		Pawnshop Politics	Luddy-Harris	Fox	2 reels	
Hur Ben	Hank Mann	Sava Films	2 reels		Pelican's Bill	"Life Cartoon"	F. B. O.	1 reel	June 12
Hurricane, The	Alice Ardell	F. B. O.	2 reels		Peris of Petersboro, The	Alice Day	Pathe	2 reels	Sept. 25
Ice Cold Cocos	Billy Bevan	Pathe	2 reels		Pests	"Aesop Fables"	Pathe	1 reel	Sept. 11
Inventors, The	Fatty Layman	Sava Films	2 reels		Pete's Haunted House	"Cartoon"	Bray Prod	2 reels	
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels		Phoney Express, The	"Aesop Fables"	Pathe	1 reel	Mar. 13
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21	Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3	Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1	Pink Elephants	Al St. John	Educational	2 reels	
Jane's Engagement Party	Wanda Wiley	Universal	2 reels		Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Jane's Flirtation	Wanda Wiley	Universal	2 reels		Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels		Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Jane's Inheritance	Wanda Wiley	Universal	2 reels		Please Excuse Me	Charles King	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14	Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Jane's Troubles	Wanda Wiley	Universal	2 reels	Oct. 9	Plumb Goofy	Dunham-Gallagher	Educational	1 reel	
Jellyfish, The	Frank Pangham	Educational	2 reels	Sept. 18	Polar Baron, The	Gladys McConnell	Fox	2 reels	May 1
Jerry the Giant	"Animal"	Fox	2 reels	July 10	Pound Foolish	George Davis	Educational	1 reel	
Jolly Tars	Lloyd Hamilton	Educational	2 reels		Prodigal Bridegroom, The	Ben Turpin	Pathe	2 reels	Sept. 25
Jungle Sports	"Aesop Fables"	Pathe	1 reel		Psyche and the Psyscraper	"O. Henry"	Fox	2 reels	
Keeping His Word	Charles King	Universal	2 reels		Punches and Perfume		Bray Prod	2 reels	
Killed By Kindness		Fox	2 reels		Puppy Lovetime	Alice Day	Pathe	2 reels	June 5
King Bozo	"Van Bibbers"	Fox	2 reels	Oct. 2	Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Kiss Me, Kate	Dunham-Gallagher	Educational	1 reel	Oct. 3	Radio Bug, The	Dunham-Gallagher	Educational	2 reels	Sept. 25
Kiss Papa	Lige Conley	Fox	2 reels	Sept. 4	Radio Mad	Laymon-Dorety	Tennek Film	2 reels	
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4	Raggedy Rose	Mabel Normand	Pathe	2 reels	
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27	Raging Tide, The	"Cartoon"	Educational	1 reel	
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel		Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel		Rain and Shines	Al St. John	Bischoff	2 reels	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal	1 reel	Sept. 18	Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel		Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Lafayette Where Are We?	Shields-Arthur	Fox	2 reels	July 31	Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28	Relay, The	George Lewis	Universal	2 reels	
Land Boom, The	"Aesop Fables"	Pathe	1 reel	June 26	Reporter, The	"Van Bibbers"	Fox	2 reels	
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14	Road House, The	"Aesop Fables"	Pathe	1 reel	May 1
Last Lap, The	George Lewis	Universal	2 reels		Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Last Word, The	"Helen and Warren"	Fox	2 reels		Sailing Along	Al Alt	Rayart	2 reels	Oct. 2
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels		Saturday Afternoon	Harry Langdon		2 reels	Oct. 2
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17	Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20	Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22	Say It With Love	Edna Marian	Universal	2 reels	April 17
Light Wines and Bearded Ladies		Fox	2 reels		Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12	Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22	Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12	Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Lookout Buster!	Trimble and Dog	Universal	2 reels		Second Hand Excuse, A	Charles King	Universal	2 reels	
Lot's of Grief	"The Gumps"	Universal	2 reels		Separated Sweethearts	Arthur Lake	Universal	1 reel	May 15
Love's Hurdle	Charles King	Universal	2 reels	May 15	Shady Rest	"The Gumps"	Universal	2 reels	
Love's Last Laugh	McKee-Hiatt	Pathe	2 reels	Oct. 2	She Beast, The	Sid Smith	Sava Films	2 reels	
Love's Labor Lost	Neely Edwards	Universal	1 reel		Shell Shocked	Jimmy Adams	Educational	2 reels	
Love Sundae, A	Alice Day	Pathe	2 reels		She's A Prince	Alice Ardell	F. B. O.	2 reels	
Love Your Neighbor	Wise-McKay	Artclass	2 reels		She's My Cousin	Charles King	Universal	2 reels	May 15
Lyn' Tamer, The	Shields-Luddy	Fox	2 reels		Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Madame Dynamite	Clayton-Howell-Paterson	Fox	2 reels		Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Madame Mystery	Bara-Finlayson	Pathe	2 reels	April 17	Shore Shy	Dooley-Joyce	Educational	2 reels	
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8	Should Husbands Marry?	Alice Day	Pathe	2 reels	
Making Good	George Lewis	Universal	2 reels		Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	Sept. 11



Title	Star	Distributed by	Length	Reviewed
Sign Them Papers	Earl McCarthy	Artclass	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn.	1 reel	
Sky Bound	Al St. John	Educational	2 reels	April 17
Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Smith's Visitor	Hiatt-McKee	Pathe	2 reels	
Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Snookum's Outing	"Newlyweds"	Universal	2 reels	
Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Society Architect, A		Fox		
Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Solid Gold	Lige Conley	Educational	2 reels	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Some More Excuses	Charles King	Universal	2 reels	
So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Squirrel Food	Cliff Bowes	Educational	1 reel	
Stage Shy	Hank Mann	Sava Films	2 reels	
Steeplechaser, The	Lige Conley	Fox	2 reels	Sept. 11
Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	
Strickly Kosher	Wise-McKay	Artclass	2 reels	
Stupid Prince, The	Bobby Ray	Rayart		
Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Teacher, Teacher	Lloyd Hamilton	Educational	2 reels	
Tell 'Em Nothing	Charles Chase	Pathe	2 reels	
Tennis Story, The	"Van Bibber"	Fox	2 reels	
Thanks for the Boat Ride		Universal		
That's My Baby	Charles Puffy	Universal	1 reel	
There She Goes	Wanda Wiley	Universal	2 reels	July 3
Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Through Thick and Thin	"Aesop Fables"	Pathe	1 reel	
Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4
Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Too Many Babies	Darling-King	Universal	2 reels	May 8
Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4
Tow Service	"The Gumps"	Universal	2 reels	
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Twelve Miles Out		F. B. O.	2 reels	
Twin Sisters	Wanda Wiley	Universal	2 reels	
Two Dollars, Please	Neely Edwards	Universal	1 reel	Sept. 11
Two Lips in Holland		Fox	2 reels	April 17
Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
Unsquirtable Pickle, The	Charles Bowers	F. B. O.		
Up and Wooin'	A. Vaughn-L. Kent	F. B. O.	2 reels	
Up in the Air	"Aesop Fables"	Pathe	1 reel	
Uppercuts	Jack Duffy	Educational	2 reels	Sept. 11
Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Venus of Venice	"Aesop Fables"	Pathe	1 reel	
Village Cut Up, The	Arthur Lake	Universal	1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
Wanted a Bride	Arthur Lake	Universal	1 reel	Oct. 9
Watered Stock	"Aesop Fables"	Pathe	1 reel	Sept. 25
Way of a Boy		Cranfield & Clarke		
Wedding Daze		F. B. O.		
Westerner, The	Reata Hoyt	Fox	2 reels	
What A Life	Frank Davis	Educational	1 reel	June 26
What Happened to Jane				
(Series of 13)	Wanda Wiley	Universal	2 reels	
What'll You Have?	Charles King	Universal	2 reels	May 22
What! No Spinach?		F. B. O.		
What Price Swimming		Cranfield & Clarke		
What's Your Hurry?	Charles King	Universal	2 reels	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Which is Which?	Charles King	Universal	2 reels	Sept. 25
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who Hit Me?	Al St. John	Educational	2 reels	July 31
Who's Boss?	Davis Bowes	Educational	1 reel	June 5
Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Who's Next?	Neely Edwards	Universal	1 reel	July 24
Why Argue?	"Aesop Fables"	Pathe	1 reel	Oct. 2
Why George?	Sam Saylor	Universal	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	2 reels	
Wide Open Faces	Charles Puffy	Universal	1 reel	
Wife Shy	Bobby Vernon	Educational	2 reels	Sept. 25
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	2 reels	
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wisecrackers (Series)	Guard-Cooke	F. B. O.		
Wise Guys Prefer Brunettes				
	Helene Chadwick	Pathe	2 reels	
Wise Quacker, The	Eddie Gordon	Sava Films	2 reels	
Wise Or Otherwise	Charles Puffy	Universal	1 reel	June 5
Wives and Women	Charles Puffy	Universal	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	2 reels	
Yankee Doodle Duke, A	Ralph Graves	Pathe	2 reels	
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3
Yokel, The	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14

Title	Distributed by	Length	Reviewed
Alpine S. O. S.	Cranfield & Clarke	2 reels	
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Sportlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Annie Laurie (Song Parody)	Artclass	1 reel	
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At 3.25 (Novelty)	Red Seal	3 reels	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Sportlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Beauty and the Beach	Cranfield & Clarke		
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Sportlight)	Cranfield & Clarke	1 reel	Sept. 11
Birds in the Treetops	Cranfield & Clarke		
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blood Will Tell	American Cinema		
Blue Boy, The	Educational	2 reels	Sept. 11
Broadway of Jung'e Land	Cranfield & Clarke	1 reel	
Bruce Scenic Novelties, No. 1	Educational		
Bruce Scenic Novelties, No. 2	Educational		
Bruce Scenic Novelties, No. 3	Educational		
Bruce Scenic Novelties, No. 4	Educational		
Bruce Scenic Novelties, No. 5	Educational		
Bruce Scenic Novelties, No. 6	Educational		
Bruce Scenic Novelties, No. 7	Educational		
Bruce Scenic Novelties, No. 8	Educational		
Bruce Scenic Novelties, No. 9	Educational		
Bruce Scenic Novelties, No. 10	Educational		
Bruce Scenic Novelties, No. 11	Educational		
Bruce Scenic Novelties, No. 12	Educational		
Buffalo Bill (Serial)	Universal	10 episodes	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15
Can Happen to You (Scandals of America)	Artclass	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Cathedral of St. Paul's	Cranfield & Clarke	1 reel	Sept. 18
Charleston Films	Cranfield & Clarke	4 half reels	May 1
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Chronicles of America (Series of 18 Three Reelers)	Pathe		
Churchyards of America, Issue A	Red Seal	1 reel	Sept. 18
Colorado (Variety)	Fox	1 reel	
Coming Back (Mustang)	Universal	2 reels	
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Dancing Around the World (Variety)	Fox	1 reel	July 17
Dangerous Game, A (Mustang)	Universal	2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod	2 reels	
Day Dreams	Cranfield & Clarke	2 reels	
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Desperate Dan (Mustang)	Universal	2 reels	May 1
Dixie Doodle (Sportlight)	Pathe	1 reel	Mar. 27
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8
Dolly Gray (Song Car-Tune)	Red Seal	1 reel	
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels	
Down to Damascus (Variety)	Fox	1 reel	July 10
Drops From Heaven (Variety)	Fox	1 reel	
Durable Souls (Sportlight)	Pathe	1 reel	
Egypt	F. B. O.	1 reel	
Emergency Man, The	Edmund Cobb	1 reel	
Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Fade Away Poster (Mustang)	Universal	2 reels	May 1
Family Album, The (Sketch Book)	Pathe	1 reel	
Fashions in Photographs	Pathe	1 reel	Sept. 4
Fighting Marine, The (Serial)	Pathe	10 episodes	Sept. 11
Fighting With Buffalo Bill (Serial)	Universal		
Figures of Fancy (Hodge Podge)	Educational	1 reel	
Film Facts (Series)	Red Seal	1 reel	
Film Facts, Issue H	Red Seal	1 reel	
Film Facts, Issue I	Red Seal	1 reel	
Film Facts, Issue J	Red Seal	1 reel	
Film Facts, Issue K	Red Seal	1 reel	
Film Reporter, The (Series of 13)	Red Seal	1 reel	
Film Reporter, The, Issue A	Red Seal	1 reel	
Fire Barrier (Mustang)	Universal	2 reels	
Fire Fighters, The (Serial)	Universal	10 episodes	
Flaming West, The (Mustang)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Florida Pastel	Cranfield & Clarke		
Four Square Steve (Mustang)	Universal	2 reels	June 5
Frame Up, The (Mustang)	Universal	2 reels	May 22
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12
Fugitive Futurist (Novelty)	Cranfield & Clarke	1 reel	
Game Hunting in Abyssinia			
Gems of the Screen (Series)	Red Seal	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel	
Glimpses of Switzerland	Cranfield & Clarke		
Glory or Dollars (Sportlight)	Pathe	1 reel	June 26
God's Country	Cranfield & Clarke	2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod	2 reels	
Great Lakes, The (Variety)	Fox	1 reel	
Green Archer, The (Serial)	Pathe	10 episodes	
Grinning Fists (Mustang)	Universal	2 reels	
Guess Who (Series)	Artclass	1 reel	
Guess Who, No. 1	Artclass	1 reel	
Guess Who, No. 2	Artclass	1 reel	
Guess Who, No. 3	Artclass	1 reel	
Guess Who, No. 4	Artclass	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Sportlight)	Pathe	1 reel	April 10
Hair Cartoons, No. 10	Red Seal	1 reel	
Hair Cartoons, No. 11	Red Seal	1 reel	
Hair Cartoons, No. 12	Red Seal	1 reel	
Hair Cartoons, No. 13	Red Seal	1 reel	
Hair Cartoons, No. 14	Red Seal	1 reel	Sept. 4
Hair Cartoons, No. 15	Red Seal	1 reel	
Hair Cartoons, No. 16	Red Seal	1 reel	
Hair Cartoons, No. 17	Red Seal	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar. 6
Haunted Homestead, The (Mustang)	Universal	2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod	2 reels	
Heavenly Bodies			
Heavens Above (Novelty)	Service Film	1 reel	



Title	Distributed by	Length	Reviewed
Her First Night in a Beauty Parlor	Arthur J. Lamb	2 reels	
Hero Land (Color Novelty)	Service Film	1 reel	
Heroes of the Sea	Cranfield & Clarke	1 reel	
His Pal... Fearless (Dog)	Chesterfield	2 reels	
Hitting the Bull's-Eye	Pathe	1 reel	Sept. 25
Homeless Husbands' Land (Novelty)	Short Film	1 reel	
Honeymoon Cruises	Tennek Film	1 reel	
House Without a Key (Serial)	Pathe	1 reel	
Housing Problems	Bray Prod.	2 reels	
How I Hate to Get Up (Song Parody)	Artclass	1 reel	
If a Picture Tells a Story	Cranfield & Clarke	1 reel	
India Tea	Pathe	1 reel	May 22
Inland Voyage, An (Variety)	Fox	1 reel	
In Sunny Spain (Variety)	Fox	1 reel	July 10
Inside Dope, The (Sportlight)	Pathe	1 reel	May 1
International Detective Stories (Series)	Tennek Film	2 reels	
It Can Happen to You (Scandal of America)	Artclass	1 reel	
Jack's of One Trade (Sportlight)	Pathe	1 reel	June 26
Jewels of Venus			
Jim Hood's Ghost (Mustang)	Universal	2 reels	Sept. 11
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	1 reel	
Jungle Heroine, A	Chesterfield	2 reels	
Jungle Mystery	Sava Films	2 reels	
Jungle Round-Up, A	M-G-M		Oct. 9
Jungle Secrets	Sava Films		
Jungle Tragedy, A	Chesterfield	2 reels	
Keeping 'Em Guessing (Series)	Red Seal	1 reel	
Keeping 'Em Guessing, No. 2	Red Seal	1 reel	
Keeping in Trim (Sportlight)	Pathe	1 reel	
King of the Beasts (Cartoon)	F. B. O.	1 reel	
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel	
Land of Rivers (Scenic)	Service Film	1 reel	
Last Man, The	Chesterfield	2 reels	
Law of the North (Mustang)	Universal	2 reels	Sept. 18
Leaps and Bounds (Sportlight)	Pathe	1 reel	Mar. 13
Lest We Forget	Educational	1 reel	May 1
Let Loose (Mustang)	Universal	2 reels	
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightnin' Flashes (Drama)	Sava Films	2 reels	
Lightnin' Strikes (Drama)	Sava Films	2 reels	
Lightnin' Wins (Drama)	Sava Films	2 reels	
Lightning Hunch (Serial)	Arrow Film		
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22
Lion's Mate, The	Chesterfield	2 reels	
Little Warrior, The (Mustang)	Universal	2 reels	July 24
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Love Deputy, The (Mustang)	Universal	2 reels	
Love Fighter... Fearless (Dog)	Chesterfield	2 reels	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14
Making of a King (Prince of Wales)	Cranfield & Clarke	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	2 reels	Oct. 9
Marvels of Motion (Series)	Red Seal	1 reel	
Marvels of Motion, Issue H	Red Seal	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel	
Marvels of Motion, Issue J	Red Seal	1 reel	
Marvels of Motion, Issue K	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Modern Venus, The	Cranfield & Clarke	1 reel	
Mona Lisa, The	Educational	2 reels	
More Ways Than One (Sportlight)	Pathe	1 reel	
Mother O'Mine	Cranfield & Clarke	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Mountain Molly O (Mustang)	Universal	2 reels	April 17
Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Mount Sinai	Pathe	1 reel	
Movie Struck	Cranfield & Clarke	2 reels	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Mystery Pilot, The (Serial)	Rayart		
Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Nervous Moments (Sportlight)	Pathe	1 reel	May 1
Night Prowler, The (Scandal of America)	Artclass	1 reel	
Nurnberg the Toy City (Sketch Book)	Pathe	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Outlaw Love (Mustang)	Universal	2 reels	
Out of the Inkwell (Series)	Red Seal	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Pathe Review, No. 17	Pathe	1 reel	May 1
Pathe Review, No. 18	Pathe	1 reel	May 1
Pathe Review, No. 19	Pathe	1 reel	May 15
Pathe Review, No. 20	Pathe	1 reel	May 22
Pathe Review, No. 21	Pathe	1 reel	May 22
Pathe Review, No. 22	Pathe	1 reel	May 29
Pathe Review, No. 23	Pathe	1 reel	June 5
Pathe Review, No. 24	Pathe	1 reel	June 26
Pathe Review, No. 25	Pathe	1 reel	June 26
Pathe Review, No. 26	Pathe	1 reel	
Pathe Review, No. 27	Pathe	1 reel	July 3
Pathe Review, No. 28	Pathe	1 reel	July 24
Pathe Review, No. 29	Pathe	1 reel	July 17
Pathe Review, No. 30	Pathe	1 reel	
Pathe Review, No. 31	Pathe	1 reel	July 31
Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Pathe Review, No. 35	Pathe	1 reel	
Pathe Review, No. 36	Pathe	1 reel	
Pathe Review, No. 37	Pathe	1 reel	
Pathe Review, No. 38	Pathe	1 reel	
Pathe Review, No. 39	Pathe	1 reel	
Pathe Review, No. 40	Pathe	1 reel	
Pathe Review, No. 41	Pathe	1 reel	
Pathe Review, No. 42	Pathe	1 reel	
Pathe Review, No. 43	Pathe	1 reel	
Pathe Review, No. 44	Pathe	1 reel	
Pathe Review, No. 45	Pathe	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Pilgrimages to Palestine (Series)	Pathe		
Pinnacle Rider, The (Mustang)	Universal	2 reels	
Pioneer Blood (Mustang)	Universal	2 reels	
Pyerock Goes Wild (Mustang)	Universal	2 reels	
Planting Season, The (Sportlight)	Pathe	1 reel	June 5
Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Popular Song Parodies (Series)	Artclass	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	1 reel	
Putting on Dog (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	April 17
Radio Detective, The (Serial)	Universal	10 episodes	April 17
Radio Personalities (Series)	Artclass	1 reel	

Title	Distributed by	Length	Reviewed
Radio Personalities, Vol. A	Artclass	1 reel	
Radio Personalities, Vol. B	Artclass	1 reel	
Radio Personalities, Vol. C	Artclass	1 reel	
Radio Personalities, Vol. D	Artclass	1 reel	
Rambling in Old Japan	Cranfield & Clarke		
Rare Bibs (A Curocity)	Educational	1 reel	Oct. 9
Reelviews (Series)	Red Seal	1 reel	
Reelviews, Issue A	Red Seal	1 reel	
Reelviews, Issue B	Red Seal	1 reel	
Reelviews, Issue C	Red Seal	1 reel	
Reelviews, Issue D	Red Seal	1 reel	
Rescue, The (Mustang)	Universal	2 reels	
Restless Race, The (Sportlight)	Pathe	1 reel	
Return of the Riddle Rider, The (Serial)	Universal	10 episodes	
Revolutions per Minute (Sportlight)	Pathe	1 reel	June 5
Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Ridin' For Love (Mustang)	Universal	2 reels	
Riding For a King (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Rocky Mountain Gold	Fox	1 reel	Oct. 9
Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Rushing Waters	Cranfield & Clarke		
Rustler's Secret, The (Mustang)	Universal	2 reels	
Saddle Tramp, The (Mustang)	Universal	2 reels	
Scandal of America (Series)	Artclass	1 reel	
Scotty of the Scouts (Serial)	Rayart		
Screen Star Sports (Series)	Artclass	1 reel	
Screen Star Sports, Vol. A	Artclass	1 reel	
Screen Star Sports, Vol. B	Artclass	1 reel	
Screen Star Sports, Vol. C	Artclass	1 reel	
Screen Star Sports, Vol. D	Artclass	1 reel	
Screen Snapshots (Series)	Columbia	1 reel	
Screen Snapshots, No. 13	Columbia	1 reel	June 26
Screen Snapshots, No. 14	Columbia	1 reel	July 3
Searchlight (Series)	Red Seal	1 reel	
Searchlights, Issue A	Red Seal	1 reel	
Searchlights, Issue B	Red Seal	1 reel	
Searchlights, Issue C	Red Seal	1 reel	
Searchlights, Issue D	Red Seal	1 reel	
Seas of the World	Red Seal		
Shadowland	Cranfield & Clarke	1 reel	Sept. 18
Shadows of the Tiger	Sava Films	2 reels	
Sheik of Arahay, The (Song Parody)	Artclass	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28
Silent Flyer, The (Serial)	Universal	10 episodes	
Sin	Cranfield & Clarke	2 reels	
Sketch Book (Series)	Pathe		
Skenographs (Series)	Cranfield & Clarke		
Sky Skidder, The (Serial)	Bischoff	10 episodes	
Snowed In (Serial)	Pathe	10 episodes	June 26
Songs of Central Europe (Melody Series)	Pathe	1 reel	
Songs of England (Melody Series)	Pathe	1 reel	Feb. 6
Songs of France (Melody Series)	Pathe	1 reel	Aug. 21
Songs of Italy (Melody Series)	Pathe	1 reel	July 24
Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6
Songs of Spain (Melody Series)	Pathe	1 reel	June 26
Songs of the Northern States	Pathe	1 reel	
Songs of Yesterday	Cranfield & Clarke	1 reel	
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Spanish Holiday (Variety)	Fox	1 reel	
Spirit of Play, The (Sportlight)	Pathe	1 reel	Aug. 28
Sportsman's Dream	Cranfield & Clarke		
Steele Preferred	American Cinema		
Stick-up Man (Scandal of America)	Artclass	1 reel	
String of Diamonds... Fearless (Dog)	Chesterfield	2 reels	
Strings of Steel (Serial)	Universal	10 episodes	
St. Pauls	Cranfield & Clarke	1 reel	
Sweden Today (Variety)	Fox	1 reel	May 15
Sweet Adeline (Song Car-tune)	Red Seal	1 reel	
Table Manners	Bray Prod.	2 reels	
Teaching Table Manners Via Films	Red Seal	1 reel	Sept. 25
Terrors of the Jungle	Sava Films	2 reels	
Tin Bronc, The (Mustang)	Universal	2 reels	June 5
Trapped (Mustang)	Universal	2 reels	
Trails of the Gods	Cranfield & Clarke	1 reel	
Trail of the North Wind	Cranfield & Clarke	2 reels	
Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1
Travels in Toyland (Variety)	Fox	1 reel	
Tuiji Land	Cranfield & Clarke	1 reel	
Under Colorado Skies (Variety)	Fox	1 reel	
Under Desert Skies (Mustang)	Universal	2 reels	
Unexpected Visitor (Scandal of America)	Artclass	1 reel	
Valiant Skipper, The	Cranfield & Clarke	2 reels	
Vanishing Millions (Serial)	Sierra Pictures	15 episodes	
Velocity	Bray Prod.	2 reels	
Vision, The	Educational	2 reels	May 22
Whatnots' Curiosity	Educational	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	2 reels	Sept. 25
When East Meets West (Mustang)	Universal	2 reels	July 31
When Oscar Went Wild (Mustang)	Universal	2 reels	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O.		
Wild America (Variety)	Fox	1 reel	May 22
Wire Tigers, The	Chesterfield	2 reels	
Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whispering Smith Rides (Serial)	Universal	10 episodes	
White Waters	Cranfield & Clarke	2 reels	
Who Is Safe? (Scandal of America)	Artclass	1 reel	
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Wolf, The Fearless (Dog)	Chesterfield	2 reels	
Wolf's Brush	Cranfield & Clarke	2 reels	
Wonder Book Series	Short Film	1 reel	
Wonderful Water	Service Film Corp.	1 reel	May 1
Wonders of the Blue Gulf of Mexico			
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5,000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Action Galore	Buddy Roosevelt	Artclass	5,000 feet	
Advice to the Lovelorn		Universal		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Herschott	Universal		
Alonzo, the Armless	Lon Chaney	M-G-M		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		



Feature	Star	Distributed by	Length	Reviewed
American Tragedy, An	Adolph Menjou	Paramount		
An Angel Passes	Adolph Menjou	Paramount		
Ankles Preferred	Lillian Gish	Fox		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The	Fred Thomson	Famous Attractions		
Arizona Nights	Bill Cody	F. B. O.		
Arizona Whirlwind, The	C. Griffith-T. Moore	Assoc. Exhib.		
Ashes	George Sidney	First National		
Atlantis	Bob Custer	Fox		
Auctioneer, The	Bob Custer	F. B. O.		
Avenger, The	John Gilbert	M-G-M		
Back Slapper, The	Special Cast	Astor Dist.		
Bad Habits	Wally Wales	Chadwick		
Bad Little Good Girl	Al Wilson	Assoc. Exhib.		
Bandit Buster, The	Pola Negri	Assoc. Exhib.		
Bandits of the Air	John Gilbert	Paramount		
Barbed Wire	Mary Philbin	M-G-M		
Bardelys the Magnificent	Monte Blue	Universal		
Bargain Bride, The	Special Cast	Warner Bros.		
Barriers of Fire	Special Cast	Paramount	10 reels	Sept. 11
Beau Geste	Special Cast	M-G-M		
Beauty	Colman-Banky	United Artists		
Beauty and the Beast	Doris Kenyon	First National		
Bed and Board	Sandow (Dog)	Assoc. Exhib.		
Behind the Lines	Special Cast	M-G-M		
Behind the Screen	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Enemy, The		American Cinema		
Beloved Fraud, The				
Ben Burbridge's African				
Gorilla Hunt	Special Cast	M-G-M	8 reels	June 26
Ben Hur			12000 feet	Jan. 16
Bertha, the Sewing Machine	Madge Bellamy	Fox		
Girl	Syd Chaplin	Warner Bros.		
Better 'Ole, The	La Plante-T. Moore	Columbia Pictures		
Better Way, The	Bill Patton	Lumas		
Beware of Widows	George O'Hara	Chesterfield	5 reels	
Beyond the Trail	George Lewis	F. B. O.		
Bigger They Are, The	John Gilbert	Universal		
Big Gun, The		M-G-M	12550 feet	Nov. 28
Big Parade, The		Arthur J. Lamb		
Bill of Sale, The		Universal		
Bill Smith, M.D.		Columbia Pictures		
Birds of Prey	Monte Blue	Warner Bros.		
Bitter Apples				
Black Diamond Express, The	Monte Blue	Warner Bros.		
Black Ivory		Warner Bros.		
Black Tears		Gorman Pictures		
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.		
Blind Trail, The	Leo Maloney	Artclass	4950 feet	
Blue Eagle, The		Fox		
Border Patrol, The	Harry Carey	Pathe		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Branded	Bob Custer	F. B. O.		
Bred in Old Kentucky	Viola Dana	F. B. O.		
Breed of the Sea	R. Ince-M. Livingston	F. B. O.		
Broadway Drifter, A		Gorman Pictures		
Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros.		
Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Burning Bridges	Harry Carey	Pathe		
Butter and Egg Man, The		First National		
Callahans and the Murphys, The		M-G-M		
Call in the Night, A		Truart	5000 feet	
Camille	Pola Negri	Paramount		
Cancelled Debt, The	Special Cast	Sterling Pict.		
Canyon of Light	Tom Mix	Fox		
Captain Sazarc	Ricardo Cortez	Paramount		
Captain Salvation		M-G-M		
Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Casey at the Bat	W. Beery-R. Hatton	Paramount		
Cat and the Canary, The		Universal		
Certain Young Man, A	Ramon Novarro	M-G-M		
Chains	Bennett-Colman	United Artists		
Charity Ball, The		M-G-M		
Cheating Danger	Dick Talmadge	Universal		
Cheerful Fraud, The	Reginald Denny	Universal		
Cheyenne Days	Hoot Gibson	Universal		
Chic Chick, The	Alberta Vaughn	F. B. O.		
Christine of the Big Tops	Garon-Landis	Sterling Pict.		
Cigarette Maker's Romance, The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
City, The	J. Gaynor-W. McGrail	Fox		
City of Shadows, The		F. B. O.		
Cleaner Flame, The	Louise Carter	Arrow		
Climbers, The	Irene Rich	Warner Bros.		
Closed Gates	Special Cast	Sterling Pict.		
Clown, The		Columbia Pictures		
College Days		Tiffany		
College Widows	Dolores Costello	Warner Bros.		
Come On Charley	Devore-Horton	Assoc. Exhib.		
Coney Island	Special Cast	M-G-M		
Confession	Pola Negri	Paramount		
Confessions of a Bachelor		Assoc. Exhib.		
Confessions of a Flapper		Assoc. Exhib.		
Confessions of a Divorcee		Assoc. Exhib.		
Confessions of a Widow		Assoc. Exhib.		
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Cossacks, The	John Gilbert	M-G-M		
Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.		
Cow Punching for Cupid	Tom Tyler	F. B. O.		
Cradle Snatchers		Fox		
Crashing Hoofs	Bob Custer	F. B. O.		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The		M-G-M		
Crisis, The	Special Cast	M-G-M		
Crooks Tours	George O'Hara	F. B. O.		
Cruise of Jasper B, The	Rod La Roque	Prod. Dist. Corp.		
Cruel Truth, The		Sterling Pict.		
Crystal Cup, The	Dorothy Mackaill	First National		
Cyclone of the Range	Tom Tyler	F. B. O.		
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.		
Cyrano de Bergerac	Special Cast	Atlas Dist.	9500	July 18, '25
Danger Line, The	Special Cast	Astor Dist.		
Dangerous Friends	T. R. Baines-M. Gay	Sterling Pict.		
Dangerous Virtue	Jane Novak	Lee-Bradford		
Dangers of Working Girls		Lumas		
Daring Venus, The		First National		
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Darling of the Gods, The		United Artists		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-W. Louis	Warner Bros.		

Feature	Star	Distributed by	Length	Reviewed
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Desert Legion, The	Fred Thomson	F. B. O.		
Desert's Toil, The	Frances McDonald	M-G-M		
Desert Valley	Buck Jones	Fox		
Desert Whirlwind, The	Bob Custer	F. B. O.		
Detour		Prod. Dist. Corp.		
Deuce High	Buffalo Bill, Jr.	Artclass	5000 feet	
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Devil's Partner, The		Truart	5000 feet	
Dixie		Universal		
Do Clothes Make the Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner Bros.	10 reels	Aug. 21
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don't Tell the Wife	Irene Rich	Warner Bros.		
Double Daring	Wally Wales	Artclass	4800 feet	
Double Handed Bandit, The	Bob Custer	F. B. O.		
Down Grade, The	Wm. Fairbanks	Lumas		
Down the Stretch	Agnew-Nixon	Universal		
Driven From Home		Chadwick		
Drivin' Mad		American Cinema		
Duke of Black Butte, The	Fred Humes	Universal		
Eager Lips		Chadwick		
Easy Going	Buddy Roosevelt	Artclass	4900 feet	
Eden's Fruit		Famous Attractions		
Everybody's Acting	Betty Bronson	Paramount		
Exclusive Rights		Famous Attractions		
Exit Smiling	Beatrice Lillie	M-G-M		
Eyes of the Totem	Special Cast	Assoc. Exhib.		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes		Gorman Pictures		
Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib.		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The		Lee Bradford		
Fighting Cheat	Wally Wales	Artclass	4600 feet	
Fighting Cub, The		Truart	5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Love, A	Jetta Goudal	Prod. Dist. Corp.		
Fighting Ranger, The	Bob Custer	F. B. O.		
Finnegan's Ball		Assoc. Exhib.		
Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Flaming Fury	Buddy Roosevelt	Assoc. Exhib.		
Flashing Fangs	Ranger (Dog)	F. B. O.		
Flash in the Night, A		American Cinema		
Flash Kid, The	Dick Talmadge	Universal		
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Flying Fool, The	Al Wilson	Assoc. Exhib.		
Follow the Signs		Universal		
Forbidden Trails	Bill Cody	Assoc. Exhib.		
Forest of Destiny, The		Gotham Prod.		
For Ladies Only		Columbia Pictures		
For Wives Only	Marie Prevost	Prod. Dist. Corp.		
Four Feathers	Richard Barthelmess	First National		
Four Flusher, The	Reginald Denny	Universal		
Four Horsemen of America, The				
The	Special Cast	Assoc. Exhib.		
Four Stragglers, Th	Special Cast	M-G-M		
Fourth Commandment, The	Belle Bennett	Universal		
Free Souls	Norma Shearer	M-G-M		
Fresh Air	Ray-Olmstead	M-G-M		
Friends	Special Cast	Vitagraph		
Frozen Justice	Victor McLagen	Fox		
Fullback, The		Fox		
Funny Face	Alberta Vaughn	F. B. O.		
Gaby	V. Valli-G. O'Brien	Fox		
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Jinx	Buddy Roosevelt	Artclass	4860 feet	
Galloping On	Wally Wales	Artclass	5000 feet	
Galloping Thunder	Tom Tyler	F. B. O.		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	Fazenda-Louis	Warner Bros.		
General, The	Buster Keaton	United Artists		
George Washington Cohen	George Jessel			
Get Off the Earth	Raymond Griffith	Paramount		
Get Set—Go	George O'Hara	F. B. O.		
Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.		
Gigolo	Rod La Roque	Prod. Dist. Corp.		
Gilt-Edged	Richard Talmadge	F. B. O.		
Girl in the Rain, The	David Butler	Carlome Pict.		
Girl Who Dared, The	Evelyn Brent	F. B. O.		
Girl Who Smiles, The		Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O.		
Glory Diggers, The		M-G-M		
God Gave Me Twenty Cents	Special Cast	Paramount		
God's Great Wilderness		American Cinema		
Going! Going! Gone!	George O'Hara	F. B. O.		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Gorilla, The				
Grand Army Man, The		Fox		
Great Galeoto, The	Novarro-Terry	M-G-M		
Greatest Show on Earth	Wallace Beery	Paramount		
Gulliver's Travels		Universal		
Gun Gospel	Ken Maynard	First National		
Hairpin Duchess, The	Special Cast	M-G-M		
Hair-Trigger Barton	Bob Custer	F. B. O.		
Harp in Hock, A	Special Cast	Astor Dist.		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp.		
Hat of Destiny, The		First National		
Haunted Lady, The		Assoc. Exhib.		
Haven, The	Special Cast	M-G-M		
Head of the House of Coombe, The		First National		
Heart Collector, The	Alberta Vaughn	F. B. O.		
Heart of a Cowboy, The	Bob Custer	F. B. O.		
Heart of Maryland, The	Dolores Costello	Warner Bros.		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.		
Held by the Law	M. De La Motte	Universal		
Hello Bill		F. B. O.		
Hell's Kitchen		First National		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet	
Her Father Said No	Al Cooke-Kit Guard	F. B. O.		
Hero on Horseback, A	Hoot Gibson	Universal		
High Society	Tom Mix	Fox		
High Stakes	Evelyn Brent	F. B. O.		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros.		
His Dog	Rod La Roque	Prod. Dist. Corp.		
His Woman	Special Cast	Whitman Bennett	7 reels	
Hil Taxi!	George O'Hara	F. B. O.		
Holy Terror, A		Fox		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Home, Sweet Home	Special Cast	Gorman Pictures			Night Bride, The	Marie Prevost	Prod. Dist. Corp.		
Honesty the Best Policy	Johnny Walker	Fox			Night School, The		M-G-M		
Hoodoo Ranch	Buddy Roosevelt	Artclass	4650 feet		Night Siren, The	Evelyn Brent	F. B. O.		
Horses and Women		Famous Attractions			Night Watch, The	Special Cast		5000 feet	
Hounds of Spring		First National			Noah's Ark		Warner Bros.		
Human Mill, The	Blanche Sweet	M-G-M			Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.		
Human Nature		Gorman Pictures			No Control	P. Haver-H. Ford	Prod. Dist. Corp.		
Human Playthings	Betty Compson	M. P. Guild			Nocturne	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart			North of Nome	Special Cast	Arrow	5491 feet	
Hurricane Horsemen	Wally Wales	Artclass	4950 feet		No Speed Limit	Al Wilson	Assoc. Exhib.		
Hurry Up Man, The	Dick Talmadge	Universal			Oh! What a Night		Sterling Pict.		
Husband Hunters	Tiffany				Old Heidelberg	Ramon Novarro	M-G-M		
I Can Do It	Special Cast	M-G-M			Old Ironsides	Special Cast	Paramount		
I'll Tell the World	Olmstead-Arthur	M-G-M			One Hour of Love	Jacqueline Logan	Tiffany		
Impostor, The	Evelyn Brent	F. B. O.			One Increasing Purpose	Lowe-Rubens	Fox		
In His Arms	Special Cast	M-G-M			Open Book	Special Cast	M-G-M		
In the First Degree		Sterling Pict.			Ou, La! La!	Alberta Vaughn	F. B. O.		
Irish Eyes	George O'Hara	F. B. O.			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.		
Irish Hearts	Dolores Costello	Warner Bros.			Out of the Ruins		First National		
Isle of Forbidden Kisses, The	Jack Trevor	Universal			Out of the West	Tom Tyler	F. B. O.		
Isle of Life, The	Stone-Kenyon	First National			Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
Is Zat So?	Special Cast	Fox			Paradise for Two	Richard Dix	Paramount		
It	Clara Bow	Paramount			Pass in Paradise		Prod. Dist. Corp.		
It Could Have Happened	Colleen Moore	First National			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Jack o' Diamonds	George O'Hara	F. B. O.			Personality	Gloria Swanson	United Artists		
Jail Birds, Inc.		First National			Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
Jason	Special Cast	M-G-M			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		
Jazz Singer, The	George Jessel	Warner Bros.			Pleasure Before Business		Columbia Pictures		
Jerry Settles Down	Tom Tyler	F. B. O.			Pleasure Garden, The	V. Valli-C. Geraghty	Lee-Bradford		
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.			Pleasure Highway	Evelyn Brent	F. B. O.		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Plumes	Special Cast	M-G-M		
Jocelyn's Wife	Pauline Frederick	Tiffany			Polly of the Circus	Norma Shearer	M-G-M		
Justice of the Far North		Columbia	5500 feet		Polly Preferred	Marion Davies	M-G-M		
Just Off Broadway	Corinne Griffith				Polly With a Past	Norma Shearer	M-G-M		
Keep Going	Earl Douglas	Sierra Pictures			Poor Fish, The		Sterling Pict.		
Kidnapped in New York		American Cinema			Poor Girls		Columbia Pictures		
Kid's Last Fight, The	Tom Tyler	F. B. O.			Poor Nut, The		First National		
King of Kings, The	Special Cast	Prod. Dist. Corp.			Popular Sin, The	Vidor-Nissen	Paramount		
King of the Air	Al Wilson	Assoc. Exhib.			Power of the Weak, The	Alice Calhoun	Chadwick	6000 feet	
King of the Saddle	Bill Cody	Assoc. Exhib.			Price of Honor, The		Columbia Pictures		
Kiss and Make Up	Laura La Plante	Universal			Princess Pro Tem	Evelyn Brent	F. B. O.		
Ladies Must Love	Rod La Roque	Prod. Dist. Corp.			Prisoners		First National		
Ladies of Ease	Chadwick				Prowlers of the Night	Fred Humes	Universal		
Lady Be Good		First National			Puppets	Mae Murray	M-G-M		
Lady of Leisure	Special Cast	M-G-M			Purple and Fine Linen	Corinne Griffith	First National		
Lady With the Lamp, The		Florence Nightingale			Quality Street		M-G-M		
Larceny, Ltd.	Evelyn Brent	F. B. O.			Racing Blood	R. Agnew-A. Cornwall	Lumas Film		
Last Chance, The	Bill Patton	Chesterfield			Raging Seas		Tiffany		
Last of Mrs. Cheney	Adolphe Menjou	Paramount			Rat, The	M. Marsh-I. Novello	Lee-Bradford		
Laurels	Mae Murray	M-G-M			Raw Country, The	Bowers-Cornwall	Assoc. Exhib.		
Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet		Reckless Courage	Buddy Roosevelt	Artclass	4950 feet	
Les Miserables		Universal			Red Hot Hoofs	Tom Tyler	F. B. O.		
Let's Go	Fred Humes	Chadwick			Red Signals		Sterling Pict.		
Life of an Actress		Universal			Red, White and Blue		M-G-M		
Life of a Woman		Chadwick			Regular Scout, A	Fred Thomson	F. B. O.		
Lightning Chaser, The	George O'Hara	Tiffany	6500 feet		Rejuvenation of Aunt Mary				
Lightnin' Lariat	Tom Tyler	F. B. O.			Remember	Special Cast	Prod. Dist. Corp.		
Lighting Express, The		Columbia Pictures			Resurrection	Special Cast	Columbia Pictures		
Limehouse Lou	Evelyn Brent	F. B. O.			Return of a Soldier		United Artists		
Little Adventures, The	Vera Reynolds	Prod. Dist. Corp.			Riddle Ranch, The	Buddy Roosevelt	M-G-M		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 15	Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.		
London	Dorothy Gish	Paramount			Rider of the Plains	Tim McCoy	Assoc. Exhib.		
Look Who's Here	Dick Talmadge	Universal			Riders of the Wind		M-G-M		
Lord Hokum	E. E. Horton	Assoc. Exhib.			Riding Honor	Art Accord	First National		
Lost House, The		Columbia Pictures			Riding Rivals	Wally Wales	Universal		
Love in a Cottage	Betty Compson	M. P. Guild			Ridin' 'Em Ragged	Tom Tyler	Artclass	5000 feet	
Love Me and the World Is Mine	Philbin-Kerry	Universal			Rip Roaring Rag, The	Buddy Roosevelt	F. B. O.		
Love o' Women	Blanche Sweet	Warner Bros.			Rise and Fall of Jesse James		Assoc. Exhib.		
Love Thrill, The	Laura La Plante	Fox			Roaring Crowd, The		J. S. Woody		
Loyalties	Special Cast	Fox			Roaring Rider	Wally Wales	F. B. O.		
Luck and Sand	Leo Maloney	Artclass	5000 feet		Rogue's Riches	Special Cast	Artclass	4780 feet	
Lure of the West	Eileen Sedgwick	Chesterfield			Romance	Ramon Novarro	Astor Dist.		
Lure of the Yukon, The		Assoc. Exhib.			Romance a la Carte	Richard Dix	M-G-M		
Lying Truth, The	Milton Sills	First National			Romantic Age, The		Paramount		
Madame Pompadour	Dorothy Gish	British National Pictures, Inc.			Ropin' Venus, The	Josie Sedgwick	Columbia Pictures		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O.			Rose-Marie		Universal		
Magic Garden, The		F. B. O.			Rose of the Bowery		M-G-M		
Mama Kiss Papa	G. Sidney-V. Gordon	Warner Bros.			Rose of the Tenements	J. Harron-S. Mason	American Cinema		
Man and the Woman	Special Cast	M-G-M			Royal Romance	G. O'Brien-McDon-	F. B. O.		
Man Bait	Marie Prevost	Prod. Dist. Corp.			Rubber Tires	ald	Fox		
Man of Quality, A	George Walsh	Excellent Pictures			Rust	Bessie Love	Prod. Dist. Corp.		
Manon Lescaut	John Barrymore	Warner Bros.			Salvage	Special Cast	M-G-M		
Man Who Forgot God		Paramount				E. Williams-McAlis-			
Man With a Thousand Faces	Special Cast	M-G-M				ter	Standard Pictures		
Married Alive	Livingston-M. Moore				Savage in Silks, A	Laura La Plante	Universal		
Mary of Vassar	Marion Davies	Fox			Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21
Masquerade Bandit, The	Tom Tyler	M-G-M			See If I Care	Alberta Vaughn	F. B. O.		
Matinee Ladies	Special Cast	Warner Bros.			Self Defense	Aileen Percy	Arrow Film Corp.		
McFadden's Row of Flats	Murray-Sidney-Conklin	First National			Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Memories	Ramon Novarro	M-G-M			Separate Rooms	Special Cast	Fox		
Men of the Night	Rawlinson-Hughes-Hawley	Sterling Pict.	5700 feet	July 24	September Love		First National		
Merry Wives of New York		Chadwick			Seventh Heaven	Special Cast	Fox		
Message to Garcia, A	Special Cast	M-G-M			Seward's Folly	Special Cast	M-G-M		
Midnight Sun, The	Special Cast	Universal	10 reels	May 15	Shadow Lane		M-G-M		
Mike Donovan of Ireland		First National			Shadow of the Mosque	Stewart Rome	Usa	5750 feet	Dec. 26
Million Bid, A	Dolores Costello	Warner Bros.			Shamrock and the Rose		Chadwick		
Million Dollar Doll		Assoc. Exhib.			Sheik of Hollywood, The	Ben Lyon	First National		
Missing Link, The	Syd Chaplin	Warner Bros.			Shenandoah		Famous Attractions		
Miss 318	Special Cast	M-G-M			Sherman Was Right	Alberta Vaughn	F. B. O.		
Miss Manhattan	Betty Compson	M. P. Guild			She's My Baby		Ginsberg-Kann		
Money Isn't Everything	R. Ince-D. Revier	Columbia			Shock Absorber, The		First National		
Monkey Talks, The	Bellamy-Lowe-J. Trevor	Fox			Showdown		Famous Attraction		
Morals of Today		Gorman Pictures			Show Business	Mae Murray	M-G-M		
Mortimer's Millions	Johnny Hines	First National			Show World, The	B. Dove-F. Bushman	Universal		
Mother		F. B. O.			Sidewalks of New York, The		Columbia Pictures		
Mount Eagle, The	Nita Naldi	Lee-Bradford			Silent Avenger, The		Lumas		
Mountains of Manhattan		Lumas			Silent Panther, The	Francis McDonald	M-G-M		
Music Master, The		Fox			Silent Rider, The	Hoot Gibson	Universal		
My Official Wife	I. Rich-Tearle	Warner Bros.			Silk	Goudal-Schildkraut	Prod. Dist. Corp.		
Mysterious Island	Special Cast	M-G-M			Silk Lady, The	Hulette-Hamilton	Arrow		
Mysterious Rider, The		Paramount			Silk Hat Cowboy, The	Tom Mix	Fox		
Mystery Lady, The	Special Cast	M-G-M			Silver Lanterns	Special Cast	Arrow		
My Wife's Friend		First National			Simple Sis	Louise Fazenda	Warner Bros.		
My Wife's Honor	Dolores Del Rio	Fox			Sinews of Steel		Lumas		
Naughty But Nice	Colleen Moore	First National			Sinners of Paradise		First National		
Naughty Marietta	Marion Davies	M-G-M			Sky High	Al Wilson	Assoc. Exhib.		
Nervous Wreck, The	Special Cast	Prod. Dist. Corp.			Sky Peril, The	Al Wilson	Assoc. Exhib.		
New York	Lya de Putti	Paramount			Skyscrapers	Special Cast	Prod. Dist. Corp.		
Next Generation, The	Special Cast	M-G-M			Sky's the Limit, The	Richard Talmadge	Universal		
Next Year's Model	Alberta Vaughn	F. B. O.			Slide, Kelly, Slide	William Haines	M-G-M		
					Smith of Cornell	George Walsh	Chadwick		
					Snowbound		Tiffany		
					Somewhere South of Sonora	Ken Maynard	First National		
					Sorrows of Satan	Adolphe Menjou	Paramount		
					Spangles	P. O'Malley-M. Nixon	Universal		
					Span of Life, The	Lon Chaney	M-G-M		



Feature	Star	Distributed by	Length	Reviewed
Speed Boy, The	Dick Talmadge	Universal		
Speedy Eddy	Devore-Horton	Assoc. Exhib.		
Speedy Spurs	Buffalo Bill, Jr.	Artclass	5000 feet	
Splitting the Breeze	Tom Tyler	F. B. O.		
Sport of Kings, The		First National		
Squared Ring, The		Tiffany		
Stark Love	Special Cast	Paramount		
Stepping Along	Johnny Hines	First National		
Stolen Pleasures		Columbia Pictures		
Story of Mother Machree	Belle Bennett	Fox		
Strange Bedfellows		M-G-M		
Stronger Than Steel		American Cinema		
Studies in Wives		Famous Attractions		
Such a Little Pip	Alberta Vaughn	F. B. O.		
Summer Bachelors	M. Moore-Bellamy	Fox		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Sunshine of Paradise Alley		Chadwick		
Surf Man, The		M-G-M		
Sweethearts in Every Port	W. C. Fields	Paramount		
Tale of a Vanishing People		Tiffany	6500 feet	
Tangled Herds	Buddy Roosevelt	Artclass	5000 feet	
Tardy Tolliver	Hale-King	Assoc. Exhib.		
Tarzan and the Golden Lion	James Pierce	F. B. O.		
Tearin' Loose	Wally Wales	Artclass	5000 feet	
Tell It to the Marines	Chaney-Haines	M-G-M		
Tempest, The		Tiffany		
Temptations of a Salesgirl	Betty Compson	M. P. Guild		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9
Their Second Honeymoon		M-G-M		
They're Off	Viola Dana	F. B. O.		
Third Degree, The	Dolores Costello	Warner Bros.		
Three Twins, The		M-G-M		
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.		
Thrill Chaser, The	Alberta Vaughn	F. B. O.		
Thumbs Down	Special Cast	Sterling Pict.		
Thundering Speed	Eileen Sedgwick	Chesterfield	5 reels	
Thundering Through	Buddy Roosevelt	Artclass	4725 feet	
Timid Tenor, The	George O'Hara	F. B. O.		
Tip Toes	D. Gish-W. Rogers	Paramount		
Toilers of the Sea	Special Cast	M-G-M		
Tongo	Special Cast	M-G-M		
Tongues of Scandal		Sterling Pict.		
Top of the World, The		Tiffany		
Tornado Jones	Wally Wales	Assoc. Exhib.		
Tornado Terry	George O'Hara	F. B. O.		
Tracked by the Police	Rin-Tin-Tin	Warner Bros.		
Trailing Shadows	Edmond Lowe	Fox Film		
Trail of '98	K. Dane-P. Starke	M-G-M		
Trapped	Elinor Fair	Sierra Pictures	5000 feet	
True Blood	Fred Humes	Universal		
Turkish Delight		Prod. Dist. Corp.		
Twelve Miles Out	John Gilbert	M-G-M		
Twin Triggers	Buddy Roosevelt	Artclass	5000 feet	
Two-Gun McCy	Bob Custer	F. B. O.		
Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.		
Uncle Tom's Cabin	Special Cast	Universal		
Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Up and at 'Em	Dick Talmadge	Universal		
Upstream	Dolores Del Rio	Fox		
Vagabond Lover, The	John Barrymore	United Artists		
Vagabond Prince, The	Colman-Banky	United Artists		
Valencia	Mae Murray	M-G-M		

Feature	Star	Distributed by	Length	Reviewed
Valley of Hell, The	Francis McDonald	M-G-M		
Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Vanishing Hoofs	Wally Wales	Artclass	4900 feet	
Vanity	Leatrice Joy	Prod. Dist. Corp.		
Vengeance of Durand, The	Irene Rich	Warner Bros.		
Virgin Flame, The		M-G-M		
Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
Wag Lady, The		M-G-M		
Waiter at the Ritz, The	Raymond Griffith	Paramount		
Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
Wandering Girls		Columbia Pictures		
Wanted—A Coward	Special Cast	Sterling Pict.		
War of the Worlds		Paramount		
War Paint	Tin McCoy	M-G-M		
Way of an Eagle, The	Special Cast	M-G-M		
Way Things Happen	Madge Bellamy	Fox		
Wedding March, The	von Stroheim	Paramount		
Wedlock	Lowe-Perry-Livingston	Fox		
West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
What Every Girl Should Know	Patsy Ruth Miller	Warner Bros.		
What Happened to Father	Sydney Gordon	Warner Bros.		
What Price Glory?	Special Cast	Fox		
What Will People Say?		M-G-M		
Wheel of Life, The	Florence Vidor	Paramount		
When Danger Calls	Wm. Fairbanks	Lumas		
When We Were Twenty-One	Special Cast	M-G-M		
While London Sleeps	Rin-Tin-Tin	Warner Bros.		
White Chief, The	Monte Blue	Warner Bros.		
White Eagle, The	Buck Jones	Fox		
White Flannels	Special Cast	Warner Bros.		
White Gold	Jetta Goudal	Prod. Dist. Corp.		
White Heat	Special Cast	M-G-M		
White Slave, The	Dix Dempster	Paramount		
Whose Baby	Alberta Vaughn	F. B. O.		
Wife, The	Special Cast	M-G-M		
Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib.		
Wild Geese		Tiffany		
Wind, The	Lillian Gish	M-G-M		
Wings	C. Bow-C. Farrell	Paramount	12 reels	
Wings of the Storm	R. Howes-V. Faire	Fox		
Win, Lose or Draw	Leo Maloney	Artclass	5100 feet	
Winner, The	Charles Ray	Chadwick		
Winning Oar, The	George Walsh			
Without Orders	Leo Maloney	Artclass	5100 feet	
With Their Eyes Open	Adolphe Menjou	Paramount		
Wives at Auction	Special Cast	Astor Dist.		
Wolves of the Air		Ginsberg-Kann		
Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Woman Who Did Not Care		Gotham		
Women and Wives		M-G-M		
Women Love Diamonds		M-G-M		
World's Illusion, The		M-G-M		
Worst Woman, The		Famous Attractions		
Wreck, The		Columbia Pictures		
Wyoming Whiz, The	Tom Tyler	F. B. O.		
Wrong Mr. Wright, The	Jean Hersholt	Universal		
Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Yoke, The	Special Cast	Warner Brothers		
Young April	Special Cast	Prod. Dist. Corp.		
Your Brother and Mine		American Cinema		
You Too	Special Cast	M-G-M		

## Newspaper Opinions on New Pictures

### "Fig Leaves"—Fox Films, Colonial, Indianapolis

**Star:** "The sheer beauty of the scenes in color is sufficient recommendation for the picture, but it has in addition an interesting story and delightful comedy. The work of the cast is of outstanding merit, especially that by Miss Borden."

**News:** "A wealth of good-natured satire runs a delectable course through 'Fig Leaves.' . . . It is keenly humorous throughout and is as diverting a piece of unalloyed entertainment as has been seen in some time. . . . Miss Borden is more lovely than before and George O'Brien gives the most convincing performance he has thus far achieved."

**Times:** "They are surely going to talk about 'Fig Leaves.' . . . At times it will make you gasp; then you will be smothered with beauty, and afterwards you will howl with laughter at the comedy scenes. 'Fig Leaves' is the smartest kind of travesty. . . . It is our opinion that 'Fig Leaves' is mighty interesting entertainment . . . full of laughs and a great deal of beauty."

### "The Family Upstairs"—Fox Films, Rialto, Chicago

Rob Reel in *Chicago American*: "Virginia Valli in fine performance. . . . The picture seemed to please the audience and no wonder. I

became so engrossed in 'The Family Upstairs' that I stayed to see it clear through a second time. . . . It is really a marvelously human little picture—a true depiction of folks like you and I. . . . Virginia Valli is really splendid. . . . She has charm, appeal and most of all, feeling; she should go far."

### "The Bells"—Chadwick, Rialto, Washington

**Herald:** "Much credit should be given to James Young, the director of this production, for his ability to transfer to the screen a drama which is purely subjective to tone, without loss of interest."

**Star:** "Excellent photography combined with an adequate cast in a strong play give Barrymore a vehicle worthy of his tremendous powers as a tragedian. In 'The Bells' he is immense."

**News:** "A solo triumph for Lionel Barrymore, as well as a very absorbing tale."

**Post:** "It ranks well above the general run of the screen in interest and attractiveness."

### "The Vision"—Educational Strand, New Orleans

**Item:** "A bill that glorified drama, music and color, is now showing at the Strand Theatre. Constance Talmadge in 'The Duchess of Buffalo,' the farce comedy of the

season, heads the procession; with the famous Technicolor subject, 'The Vision,' suggested by Millais' painting 'Speak! Speak!' and Earl Askam, the distinguished New York tenor, in a prologue to the color picture, as added attractions so important as to merit co-featuring with the main production. To explain 'The Vision' would be to destroy for thousands the pleasure of seeing one of the most picturesque and distinctive color novelties ever made. And the parts are not played by unknowns—Joch Roche and Julianne Johnston star."

### "Kosher Kitty Kelly"—Film Booking Offices, Colony, New York City

**Herald-Tribune:** "The Colony was crowded and the spectators were delighted. It is extremely well done and is filled with stars."

**Telegram:** "'Kosher Kitty Kelly' is the best example of the 'Abie's Irish Rose' motif we have yet seen upon the screen."

**American:** "Thanks to James Horne's direction, it is much the best of the lot, so far. I liked it."

### "G'golo"—Producers Distributing Corp., Million Dollar Theatre, Los Angeles

**Examiner:** "Rod La Rocque shows an ability which promises to lift his already high reputation by

a considerable notch. He has a role of such widely divergent angles that his work will strike an appreciative note in the heart of every man and woman. William K. Howard has directed many scenes of decided dramatic power and has handled his intimate moments with admirable delicacy."

**Times:** "When the honors are duly apportioned for acting performances on the screen during the present season, no small share will without doubt, go to Rod La Rocque. There is good and sufficient reason, namely his work in 'Gigolo.' 'Gigolo' may be remarked as something enough out of the ordinary to merit a special mention. La Rocque's make-up, indicative of a seared face, is extraordinary."

### "Beau Geste"—Paramount, Aldine, Philadelphia

**Bulletin:** "Herbert Brenon could not have secured a better cast."

**Record:** "Beau Geste enthralled its audience."

**Inquirer:** "Beau Geste must stand as one of the great things of cinematography."

**Sun:** "Beau Geste has action galore, romance, mystery and superlative acting."

**Daily News:** "A polished melodramatic exhibition of courage and pathos with a delightful and intriguing mystery as the basis."





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October 23, 1926

# Motion Picture News

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Screen play by Tom Gibson.  
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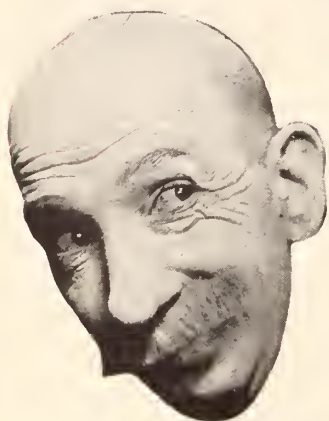
**SID SAYLOR**  
*Let George Do It*



**PEE WEE HOLMES**  
*Mustang Westerns*



**MARY, TIGE and BUSTER BROWN**



**ANDY GUMP**  
*Comedies*



**"SNOOKUMS"**  
*Newlyweds  
and Their  
Baby*



**NEELY EDWARDS**  
*Bluebird Comedies*

# Universal has EVERYT



# SS in Short Subjects!



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Bluebird Comedies



CHARLIE PUFFY

Bluebird Comedies



CHARLIE KING

Excuse Makers

## UNIVERSAL JUNIOR JEWELS

- 10 "The Collegians"  
2 REELS EACH
- 12 "Buster Brown" Comedies  
2 REELS EACH

## STERN BROTHERS COMEDIES

- 13 "Newlyweds and Their Baby"  
2 REELS EACH
- 13 "Let George Do It"  
2 REELS EACH
- 13 "What Happened to Jane"  
2 REELS EACH
- 13 "The Excuse Makers"  
2 REELS EACH

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HILLS OF KENTUCKY starring Rin-  
Tin-Tin.

MILLIONAIRES with George Sidney,  
Louise Fazenda, Vera Gordon, Nat Carr, Helene  
Costello and Walter Merrill. Directed by Herman  
Raymaker.

WHAT HAPPENED TO  
FATHER with Patsy Ruth Miller.

IRISH HEARTS starring Dolores Costello.

THE CLIMBERS starring Irene Rich.

WOLF'S CLOTHING starring Monte Blue  
with Patsy Ruth Miller.

BITTER APPLES starring Monte Blue.

DEARIE with Louise Fazenda and John T. Murray.

WHAT EVERY GIRL SHOULD  
KNOW with a big cast. Directed by Lloyd Bacon.

ACROSS THE PACIFIC starring Monte  
Blue, with Myrna Loy, Jane Winton. Directed by  
Roy Del Ruth.

DON'T TELL THE WIFE starring  
Irene Rich.

WHILE LONDON SLEEPS starring  
Rin-Tin-Tin, Helene Costello and Walter Merrill.

MATINEE LADIES directed by Roy Del  
Ruth.

THE GAY OLD BIRD with Louise  
Fazenda and John T. Murray.

THE HEART OF MARYLAND  
starring Dolores Costello.

WHITE FLANNELS from the intriguing  
Sat. Eve. Post story. Directed by Wm. Beaudine.

THE BLACK DIAMOND  
EXPRESS starring Monte Blue.

A MYSTERY DRAMA still untitled,  
by Arthur Somers Roche.

THE THIRD DEGREE starring Dolores  
Costello with Louise Dresser and Rockliffe Fellowes.  
Directed by Michael Curtiz.

PRIVATE IZZY MURPHY starring  
George Jessel with Patsy Ruth Miller, Vera Gordon,  
Nat Carr. Directed by Lloyd Bacon.

TRACKED BY THE POLICE  
starring Rin-Tin-Tin.

A MILLION BID starring Dolores Costello.

SIMPLE SIS with Louise Fazenda and John T.  
Murray.

*Now you can play them for the greatest  
profit year in the history of pictures*

26 WARNER WINNERS  
*for* 1926~27



1 thing is sure-- there are no  
2 ways about Exhibitor opinion  
on

# 3 BAD MEN

*Here's a hot wire from*

**HARRY M. CRANDALL**

Vice-President, Stanley-Crandall Company  
Washington, D. C.

Three Bad Men opened to unusual business at our Metropolitan Theatre. Appealed universally and is one of the greatest western epics ever filmed. Cast is perfect. Direction is such as to take rank with the best ever achieved and the photography registers perfectly. It is a masterpiece and cannot miss.

J. J. Parker of the MAJESTIC THEATRE, Portland, Ore., wires:

I am of opinion that Three Bad Men is equal if not greater than the Iron Horse. Stood them in line all day yesterday and all day again today. Predict longer run and bigger business on Three Bad Men than we did on Iron Horse.

Fred A. Miller, Pres. of FAR WEST THEATRES, INC., wires:

Proclaimed the biggest, most astounding picture of the year. Positively greatest opening in history of California premieres. You are to be congratulated for this most triumphant production.

A. Ritzler of the SIGMA THEATRE, Lima, Ohio, wires:

Three Bad Men opened to one of the biggest day's receipts in history of theatre. Patrons well satisfied. Many thanks for square dealings. Best wishes for Fox success.

I. Libson of the CAPITOL THEATRE, Cincinnati, Ohio, wires:

Three Bad Men went over very well. Newspaper reports splendid. Our clientele liked the picture very much.

...and while we're  
talking about BIG BOX-  
OFFICE RESULTS-- watch for the

*The* **RETURN of**  
**PETER GRIMM**

**FOX**  
profit picture



# THE NEW FOX *There's genuine* ANIMAL

If you played the first two releases

JERRY THE GIANT

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of this popular new FOX brand of laugh-makers, you already know how your patrons go wild with joy over them—and now comes another—a real riot of breath-taking LAUGHS!

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With Animal Comedies, FOX sets the pace in LAUGHS!



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# NOVELTY in COMEDIES



ALL FOX  
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**GEORGE E. MARSHALL**

The  
Greatest  
Diversified  
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Directed by  
Reeves Eason





Lauded by Trade Leaders! Acclaimed by Critics and Exhibitors, Fred and Silver have reached their cherished goal at last—ABSOLUTE SUPREMACY IN THE ARENA OF WESTERN SHOW-MANSHIP!

# Fred Hornson

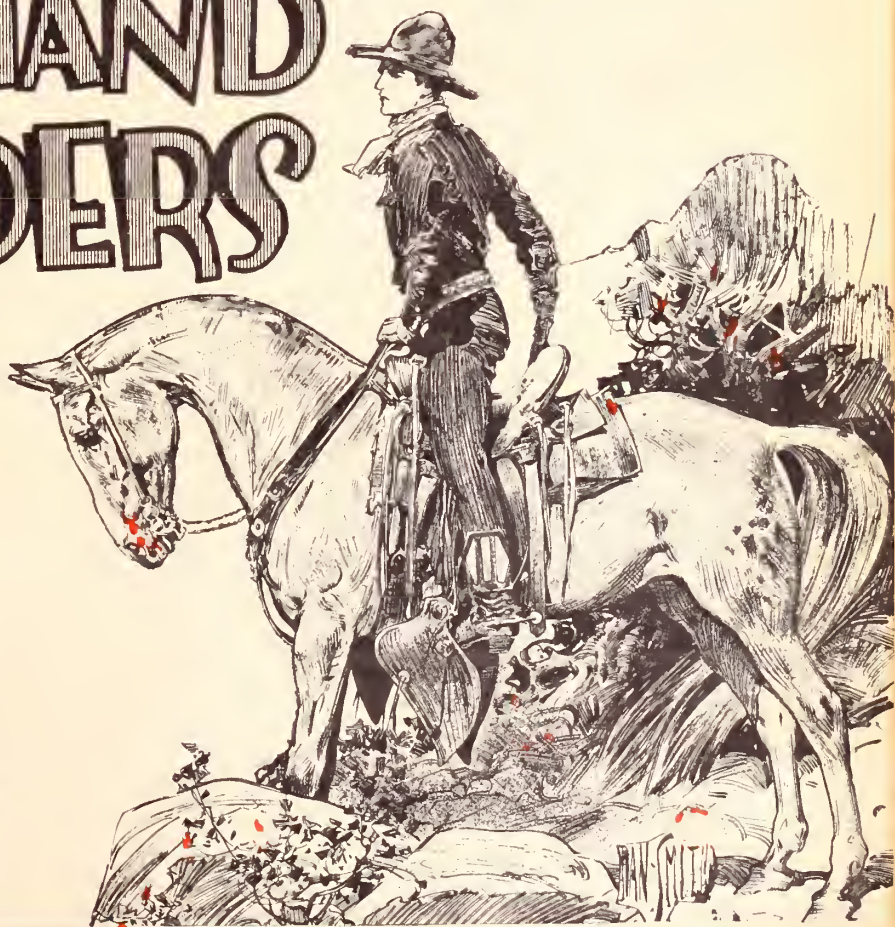
and the horse with a personality

**Silver King**  
*in*

**LONE HAND  
SAUNDERS**

Fred and Silver are leaving all competitors far in their dusty wake! "Lone Hand Saunders" will clinch their claim to conclusive leadership!

**Watch For The Big One  
Of The Year -- "A Regular  
Scout"--Monster  
Boy Scout Tie-Up!**





# Novelties! A Word with an *ELASTIC* meaning!

Novelties!

Novelties!

Novelties!

## Castle Film Novelties

It's been used to sell singles that show "rivers 'n mountains 'n valleys"—just like they made 'em when the show was in a store and the price to see it was a nickel!

It's been the "selling name" to cover up single reel educational—enjoyed by the fellow who reads classics, but comes *not* often!

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CASTLE SHORT SUBJECTS are live, brand-new single reels, produced by specialists and made *not* to educate, but to entertain your patrons and to add diversity and "snap to your show."

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The world's wonder reel—every other week.

"Castle Novelties"

No two releases alike—every other week.

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When you book Castle Single Reels—and the best theatres everywhere are booking them—you are certain that your screen will prove that the product is, and always will be, a real novelty.

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MINNEAPOLIS



# "Will Break Box-office Records and Stand'em Up"

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"Judging by the applause, laughter, words of praise, consensus was that 'Sparrows' is greatest picture of season."

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"Mary Pickford has achieved her greatest triumph."

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"What the general public wants."

—Moving Picture World.

and box-office results prove  
the critics were right!

Now  
booking



Mary Pickford  
in  
"Sparrows"

In Her Greatest  
Characterization  
"Mama Molly"

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Each Picture Sold Individually—On Merit







# HAL ROACH

Swears by all the stars above!

So will you, Mr. Exhibitor, for Hal Roach Comedies mean *business*.

Big names in comedies big in everything but length make big box-office value.



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MILDRED  
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WM. ORLAMOND

MABEL  
NORMAND

SIDNEY  
D'ALBROOK

JOHN  
PRINCE

RAY  
HALLOR

CLYDE COOK

FRANK  
BUTLER

MICKEY  
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JOHN T. MURRAY

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FRED MALATESTA

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HOLMES

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WM. V.  
MONG

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DAY

JOHNNY  
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CLAUDE  
GILLINGWATER

JACKIE  
CONDON

WILL  
ROGERS

SALLY  
LONG

CHARLEY  
CHASE

EILEEN  
PERCY

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SLEEPER

DUKE KALANOMOKU

LINCOLN STEDMAN

OLIVER  
HARDY



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# KINOGRAMS -- WIN THE WO

America's Greatest Sport Is Baseball!

For Nine Days The Whole Country Seethed  
With The Most Thrilling Of All The  
World's Series

The Millions Who Could Not Attend The  
Games Had To Depend On The  
Fastest News Reel Service

KINOGRAMS Proved To Be Fastest Of All  
And Served The Public As It Had Never  
Been Served Before

*BABE RUTH BROKE SEVEN RECORDS!*  
*KINOGRAMS BROKE ALL RECORDS!*



BOOK KINOGRAMS  
FOR SERVICE!

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# CARDINALS WORLD'S SERIES

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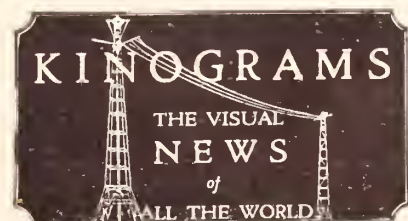
*Undisputedly First On The Screen On Broadway,  
New York, And In St. Louis With Two Final Games*

*Undisputedly First On The Screen Of The Leading  
St. Louis Theatres With Every Game Played There*

Service So Fast That The Millions Who Saw  
The Kinograms' Specials Could Hardly  
Believe Their Eyes

Full Air Mail And Special Messenger  
To Every Principal Point

BOOK KINOGRAMS  
FOR SERVICE!





# S-a-y they're just WILD about HARRY!

CLASS OF SERVICE	SYMBOL
Telegram	Blue
Day Letter	White
Night Message	N.L.
Night Letter	N.L.

If none of these three symbols appears after the check number of a telegram, this is a telegram. Otherwise, it is a message. The symbol appearing after the check number is the symbol appearing after the check number.

## WESTERN UNION TELEGRAM

GEORGE W. E. ATKINS, FIRST VICE PRESIDENT  
STRAIGHT WIRE  
September 27, 1926

RECEIVED AT

SAN FRANCISCO CALIF  
NED MARIN NY  
SIX CAPACITY SHOWS SATURDAY AND SUNDAY HUNDREDS TURNED AWAY FROM  
TICKET OFFICE GREETED THE OPENING OF HARRY LANGDON IN THE STRONG MAN  
STOP POSITIVELY THE GREATEST LAUGHING PICTURE IN YEARS STOP EXAMINER  
SAYS QUOTE IT IS EXQUISITELY HUMOROUS STRONG MAN AUDIENCE AS NOISY  
AND CONVULSING AS THOSE OTHER THREE CHAPLIN LLOYD KEATON STOP  
CHRONICLE SAYS QUOTE LANGDON SHAKES THE THRONE OF KING CHARLIE  
HIMSELF STOP EVERY OTHER PAPER RAVING OVER LANGDON STOP CONGRATULATIONS  
TO FIRST NATIONAL PICTURES ON THE STRONG MAN IT IS ONE HUNDRED  
PERCENT AUDIENCE AND BOX OFFICE WALLOP  
A M BOWLES  
GEN. MGR. WEST COAST THEATRES

Oh! What a wonder—  
what a box-office re-  
cord breaker Harry is  
—We told you it was a  
mirthquake—but it's  
more than that! "The  
Strong Man" is shaking  
loose the greatest flood  
of box-office sensations  
in history!



Harry Langdon Corp.  
presents  
**Harry Langdon**  
in  
**The Strong Man**  
Directed by Frank Capra

A First National Picture



# every SOCK means another swelling of the box-office till!

Sills and Beery's sockfest is surely a lulu! Lawd, 'tis worth the price of admission. The Gene Tunney and Jack Dempsey encounter rates amateurish compared to the battle-royal offered in "Paradise."

The end, however, zips forth a fight 'twixt Sills and Noah Beery that is the greatest we've seen. —N. Y. Daily Mirror

**WE KNEW —**  
When we said  
it would make  
**Dempsey —**  
**Tunney** look  
like a semi-  
final.

It is the finest screen fight we ever saw, and we cannot understand now how it was that some one did not get killed. Neither Milton Sills nor Noah Beery spared himself nor his adversary in the least, and unless we are mistaken we did hear that both the participants were down and out for a few days. Those who paid \$500 for seats to "the fight" might have felt that they got their money's worth if Tunney and Dempsey had behaved like that. —N. Y. Herald-Tribune

Milton Sills is appearing at the Mark Strand this week in "Paradise" a drama of the South Seas, crammed full of heroics, dusky native girls, thwarted villainy, palm trees and other such familiar embroideries. It is obviously a film designed with at least one eye on the box-office, and it would not take a prophet to foretell that as such it will meet with unqualified success, for in addition to the above mentioned ingredients, it boasts of dainty Betty Bronson, Charlie Murray and Noah Beery in addition to some glittering ballroom scenes and some enchanting South Sea scenery.

It should be said that "Paradise" provides one of the best fights that has been seen in a long, long time. It certainly looked as if Sills and Beery meant every blow that they exchanged. —N. Y. Telegraph

**FIRST NATIONAL PICTURES, Inc.**  
PRESENTS

**MILTON SILLS**  
IN  
**PARADISE**

BY  
**COSMO HAMILTON and JOHN RUSSELL**  
WITH

**BETTY BRONSON**

Directed by **IRVIN WILLAT**

Production Management—**RAY ROCKETT**

Titles by **FRANCES AGNEW and MORTON BARNARD**


**A First National Picture**



Why travel to Philadelphia to see Tunney wrest the championship from Dempsey when there is a fight at the Mark Strand on Broadway with even more thrills? I admit my knowledge of prizefighting technique is limited, but this looks to me like a fight that has all the earmarks of realty.

It is so evenly fought that if it were not the custom in the movies to always let the hero knock out the villain one could not have foretold the finish. —N. Y. American





**When these brown eyes  
do their stuff -- no box-  
office could ever be blue!**

Miss Moore attacks her role in a clever fashion, using her big, brown eyes to advantage and making the most of some stretches of comedy by her knowledge of pantomimics. Jean Hersholt, an emphatically accomplished actor who will be remembered from his excellent portrayals in "Greed" and "Stella Dallas," is impressive as the German father in this current film. Malcolm McGregor is sympathetic as Jack Dugan.

This production is a sort of transcript of life that comes closer to giving Miss Moore an opportunity to display her talent as an actress than any screen effort in which she has appeared since her performance in "So Big." —*N. Y. Times*.

Miss Moore is delightful. There is a humorous twinkle to her expressive eyes that seems to say, "I am really enjoying myself and I hope you are." As the little delicatessen clerk she has brought one of her most pleasing characterizations to the screen. —*N. Y. Telegraph*.

Most audiences will find "It Must Be Love" to be a delightful bit of entertainment, and the admirers of Miss Moore will not be disappointed in her latest screen appearance. She does her stuff in the usual Mooreish manner, and this is highly satisfactory to those who "just love to see that girl in pictures."

*N. Y. Daily News.*

Alfred Green directed "It Must Be Love" and it is excellent entertainment. —*N. Y. Tribune*.

John McCormick  
*presents*

*Colleen*  
**Moore**

**IT MUST BE LOVE**

with JEAN HERSHOLT

Malcolm McGregor and Arthur Stone

Adapted by Julian Josephson from "The Saturday Evening  
Post story" "Delicatessen" By BROOKE HANLON

An Alfred E. Green Production



**A First National Picture**



# Motion Picture News

Volume XXXIV

NEW YORK CITY, OCTOBER 23, 1926

No. 17

## "Movie Mad"

A RECENT issue of *The Saturday Evening Post* carries an article called "Movie Mad," which seems to me a striking example of misinformation and bad taste.

I refer only to the first half of the article; the latter part is a fact statement about the new casting bureau inaugurated by Fred Beetson of the Hays Association and about the deplorable conditions which previously existed. Although it comes along very late in the day the article will, we hope, do some good in presenting the true facts about studio employment to some of the movie struck youth of the land.

The fore part of the article seems to be a determined and reckless effort to prove that pictures are made by morons for morons. Los Angeles is presented as a public sunk in imbecility over its adoration of movie personages; ridicule is heaped upon a war picture prologue used in a Los Angeles picture theatre. This latter criticism is pretty far fetched; and the actual fact about Los Angeles people is that they are blase to a degree over the studio folks. So much so as to be an exception to the rule. A large portion of the Los Angeles public do go to the movie theatres, but that is true of every large city in the land. In Albany, for instance, the weekly attendance equals the city's population, and in other cities the ratio runs all the way from 75% to almost 100%.

A good many millions of Americans are considerably interested in the movies and movie personages. *The Saturday Evening Post* seems to recognize that fact by giving movie fiction and articles a very prominent place in its pages. With so large a circulation the magazine must be read very largely

if not entirely, by the movie public. If the latter consists of morons one wonders just how the magazine solves the problem of meeting its readers' mental level. Whatever that answer may be, certainly the policy—obviously pronounced—of continually villifying the movies seems a strange one.

Our contention here is in behalf of the millions of American "morons" who dote upon the movies. If these people are given over to hero worship of the people of the screen, and if therefore a lot of joy and often inspiration enters their lives what earthly good will be accomplished by the reckless and ridiculously untrue assertions that the well known characters of the screen came from the ranks of dish washers! One wonders, indeed, who is looney on the general subject.

Of course, the fact is that the people who go to the movies are for the most part, good, sound, sensible folk. If not, we may tremble for the country's welfare, since they constitute a majority of the nation's population. They seem to like pictures pretty well. At least, they are their own judges and censors, and they need no help. Upon their likes and dislikes a large industry has been built which, like the magazines, can only prosper and progress by giving the American public what the public wants. A good deal of trash is turned out: but *The Saturday Evening Post* is by no means guiltless in this respect. Let us hope the magazine will never make movies and pad them out as often as its fiction is padded. But let us also decide that both the big magazine and the movie makers are doing a pretty large job in a pretty good way.

*W. A. Johnston*



# MOTION PICTURE NEWS

Oct. 23  
1926

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## Speaking Editorially

**A**N instance of the increasing attention being given to short subjects by newspapers, is a story published in the October 2 issue of *The Fourth Estate*, the weekly publication for newspaper editors. William E. MacKee, writing under the heading, "Something for Newspapers to Think About," discusses "The Vision," Eugene Roth's Romance picture in Technicolor for Educational, when he visited a large East Side theatre in New York. Mr. MacKee makes the point that the audience was more attentive to this short feature than to the longer picture.

\* \* \*

**A**S the colors unfolded on the screen, an amazing thing happened," writes Mr. MacKee. "A strange quiet settled over the audience. No running up and down the aisles, nor chasing after the family. The lure of bright colors and the unusual telling of the story caught the crowd and held their interest to the end. The story, of course, is old, but it was new to those seeing it now, and the most attentive were the kids.

The owner of the theatre said that only under persuasion did he permit the picture to run; he thought it was nice, but not for his people. It is hoped he knows better now.

"This reviewer has been told that the same force has to be used to make other theatre owners see the beauty of a good picture as this was, and it seems that the newspapers could do a lot to urge the local exhibitor to improve their quality. The quality is there, ready to be tapped, and if the exhibitor is helped by the only other molder of public opinion in the community, THE NEWSPAPER, a good picture need not go begging for a showing.

\* \* \*

**STRIKING**, first-hand testimony to the influence of American pictures abroad was given the other day by Dr. Herbert Adams Gibbons, of Princeton University in an address to the state convention of Kiwanis clubs in New Jersey. Dr. Gibbons, as quoted in an Associated Press dispatch from Trenton, declared that the movies are creating a liking

for America, and that they have improved living conditions all over Europe.

\* \* \*

**I**N the most remote regions of Europe," said Dr. Gibbons, "one finds Hollywood setting the fashion in clothes and in the way people live in their homes. To the upheaval of the World War has been attributed much of the astounding changes in the way people think and act. But have not our motion pictures much to do with the transformation?

"This new world of ours is revealed daily to the millions who go to see the pictures. They are a silent agency for good understanding, making America known and liked and they are more powerfully working in our favor than the demagogic utterances of Statesmen and the anti-campaigns of newspapers working against us. Considerably more than half of the films shown in England and on the Continent come from this country; and most of them give the impression that we are a kindly and fun-loving people, astonishingly like Europeans in our feelings and thoughts."

"The pictures on the screen break down barriers of language and illiteracy. No longer do we have to depend on the written word and the spoken word for the progress of internationalism in the world. We hear much of the hostility of Europe toward us, but I am confident that the attitude of the people is not what is brought back by tourists and what one would infer from the news."

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# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston



Carl Laemmle

**T**HE industry-wide welcome tendered to Carl Laemmle on his return from Europe was a fitting tribute to the affection in which he is held by the whole film world. It was enthusiastic and sincere; and, showed, among many other interesting things, that the industry is really one big family, solicitous for its own and genuinely happy to do honor to so fine a personality as Mr. Laemmle.

\* \* \*

**I**N a talk the other day, John Flinn of I.P.D.C. gave some pertinent observations gathered on his recent trip. In discussing pictures with newspaper men in various sections, he found that the main interest was this: what kinds of stories is the screen going to give us next year? Not stars; but stories. And newspaper offices are prime clearing-houses for public opinion—the best, in fact.

He also found that the palatial picture theatres now being built almost everywhere have established themselves as definite community institutions. In other words, they are now a matter of civic pride; often the best structures in the city.

\* \* \*

**T**HE new presentation vogue, Mr. Flinn found, has taken definite hold in the large cities, and this goes for all sections. As an example, individual personalities in this end of the business—presentation managers, as he termed them—are registering with the public for their ideas and acts.

\* \* \*

**H**AL ROACH wires us an important development in his policy of putting box-office names in short length comedies. Within the past few days, he has signed Priscilla Dean, Matt Moore, Mae Busch and Agnes Ayres.

These four distinct box-office names will, of course, mean added pulling power for theatres of all grades—from the largest to the smallest. The Roach idea of big names in comedies is one of the most interesting ever brought forward, and shows a fine sense of showmanship on his part.

**G**RIFFITH'S "Sorrows of Satan" was put on view the other night before a distinguished audience at the George M. Cohan Theatre. Here is a picture which, technically, is one of the finest ever made. The lighting is superb. The composition and pictorial values of the great mass of scenes are wonderful, unsurpassed.

The cast, too, first-rate with Carol Dempster easily winning a new place as an emotional actress, with a finished technique, just as effective as, but quite different from that of Lillian Gish. Ricardo Cortez, for the first half of the film, gives a great performance; in the second half, he rather seemed to let down, but this may have been due to the story material, which just keeps this side of the unreal and unconvincing. Lya de Putti had little to do while Adolphe Menjou's conception of Mephistopheles was, to say the least, novel. His villainy was tempered by a sort of good fellowship and man-about-town attitude that did not permit the conventional hatred for villains to operate in the spectator's mind.

The whole picture is a brilliant piece of direction. Considering the story, it is highly meritorious, and shows that D. W. has not lost his mastery. We shall follow the box-office career of this picture with more than ordinary attention.

\* \* \*

**T**HE Warners have an uproarious comedy in "The Better 'Ole." Put on with the Vitaphone at the Colony, it kept the audience in gales of laughter most of the way. If we know anything about picture values, this comedy is "in," without question.

Syd Chaplin, to us at least, was the Ole Bill of Bairnsfeather to the life. There is no pretense about finely-etched characterizations; the picture is horse-play and slapstick in nearly all particulars and it registers most emphatically. One could wish at times for a little less footage, but not in the real comedy sequences.

The accompanying Vitaphone program is discussed elsewhere in this issue, but we may add here that it is fully up to the standard of the first, though in lighter vein as befits the picture.

\* \* \*

**A**IDED by Columbus Day and favorable conditions, Broadway houses were doing phenomenal business this week. The Capitol will go close to \$75,000 on "The Temptress," and "Kit Boots" at the Riato looks like \$33,000 or \$34,000 on the week. The Rivoli is finding "The Quarterback" the best of the Dix pictures, topping last week's business on Colleen Moore.

"The Better 'Ole" is going big at the Colony, Roadshow attractions stand about the same as previously, with "Sorrows of Satan" added and a heavy advance sale reported.

\* \* \*

**R**ECENTLY we quoted from an interesting article, "The Director's Alibi," in the National Board of Review Magazine. Here are further extracts:

"That much restriction, then, the American director must face. He has to make pictures that will not be unconditionally barred from the screen in the six censorship states and his pictures must be in general harmony with the cultural standards of society. If he wants to call this a form of censorship which paralyzes his artistic development let him make the most of it. But the majority of people will continue to consider it a very inadequate excuse.

"For every one of the foreign pictures in question have had to meet these same conditions, have been accepted under the same rules, and have survived the rarely drastic cutting of the state censors. In the last few years the restrictions upon American pictures have been well known in European studios. "The Last Laugh" and "Variety" were not made in the dark.

"The answer is simple. The men who made these pictures proceeded on the principle that the proper concern of the artist is his art, not the policeman at the corner. He went to work like an artist determined to make the best picture he knew how. He had a proper respect for the intelligence of his audience in choosing his plot (the current notion that plots must hit the ten-year-old level is only another side of this censorship phobia), and then worked it out within the limits of his medium while constantly experimenting to enlarge the scope of that medium.

"In other words with him the problem of censorship came last, not first. And fortunately it holds true that the real artist rarely comes into conflict with the more obvious regulations against immoral conduct. He may challenge society, his new and disturbing interpretation of life may upset our conservative equilibrium, but he is rarely locked up for indecent exposure. Crudity is the antithesis of the aesthetic and the entire striving of the artist is to present the actuality and ugliness of life in beautiful forms. He has nothing in common with the director who complains that censorship cramps his bathroom style or whose feelings are hurt when the tabu of good taste descends upon his cheesecloth bacchanalia."





Sam I. Warner and Mrs. Warner, formerly Lina Basquette, to whom a baby girl was born last Sunday night at Nassau hospital, weighing seven pounds

## PICTURES AND PEOPLE

### JIM'S TENTH YEAR

**J**AMES BEECROFT, New York manager for Exhibitor's Herald, is this week completing ten years of active and highly successful service in the motion picture industry. He numbers his friends by the scores and has won, by hard work and genuine ability, a much respected and useful position in the trade publication field. Our sincere good wishes to Jim on his tenth anniversary.



Nina Romano who has a prominent part in Gotham's "Money to Burn," and is Mrs. Lou Tellegen in private life but prefers her own screen name



His ability to keep things moving with precision and harmony has won for William Koenig a continuation of his contract as Warner Bros. general production manager

### PLENTY OF STARS

**E**IGHT releases were favored by the National Board of Review this week with asterisks denoting particular interest, four of them being of feature length. Three of these are Metro-Goldwyn-Mayer releases—"Bardelys the Magnificent," "The Temptress," produced by Cosmopolitan, and "War Paint," first of the Tim McCoy Westerns for M.-G.-M. The fourth feature to be commended was "The Quarterback," the football story in which Yost had a hand, as described recently in THE NEWS. The remaining four asterisks went to Pathe Review, issues numbered 43, 44, 45 and 46.

### G. B. S.

**G**EORGE BERNARD SHAW again crashed into the public prints this past week with some decided opinions on the subject of motion pictures. In an interview with H. K. Reynolds, copyright by Universal Service, Mr. Shaw said, in part:

"It's quite certain that the American producers haven't yet realized the enormous difference between acting on the film and acting on the stage—the technique is completely different. The chief complaint I have to make against the American film is that the



Irving Cummings, Fox Films director, who has been in New York filming exteriors for "Bertha, the Beautiful Sewing Machine Girl," his next production



M. H. Hoffman, the vice-president of Tiffany Productions, who is on the West Coast at the present time devoting his efforts to the Tiffany Gems



Samuel Goldwyn, Jr., son of the motion picture producer makes his first public appearance in the arms of his mother. At the left, Constance Howard, sister of Mrs. Goldwyn



An unusually striking and vigorous pose of Rod La Rocque as he appears in his new starring picture, "The Cruise of the Jasper B," for C. B. De Mille





Moments of suspense, humor and romance from "Summer Bachelors," the first Allan Dwan production for Fox Films, based upon the story by Warner Fabian with Madge Bellamy and a brilliant cast

producers think that as long as it costs money it must be good. . . . Griffith is an excellent example of the American producer of today. Unless he spends thousands and thousands of dollars he doesn't think his picture is any good. When he was over here I told him I could produce far better films than he could for about five cents each. . . . Chaplin seems to be the best producer. He wastes very little, and when he gets his effect he snaps off at once. . . . One of Barrie's plays bore no resemblance whatever to the film, although I must admit that I recognized the names of one or two of the characters."

D. W. Griffith responded to the Irish dramatist by relating that in 1917 he had refused the playwright's offer to do a scenario for him, fearing that he might find the medium more difficult than he imagined.

## A TIP FROM THE STUDIO

FROM Fox Films Eastern studios, over on Tenth Avenue, in New York, comes a lot of talk about the picture "Summer Bachelors," which Allan Dwan has just finished directing and which marked his bow as a Foxite. Most of the talk will make good advertising copy for it is all laudatory of the Dwan production, which is based on the new novel by Warner Fabian, who, incidentally, is the author of "Flaming Youth."

But as the reaper reaps this gleaner gleaned two things about which he thinks exhibitors should be tipped off. First of these is that Madge Bellamy, who has the leading role in this Dwan production, is even better, in the opinion of Fox reviewers' board, than she was in "Sandy," and by better they seem to mean she is peppier, droller and more appealing. We hardly think this possible, for we are among those who think Madge's performance in "Sandy" the apex of the attainable.

The other salient fact that stands out among the superlatives heaped on the production is that a new laughter luminary has been discovered by Dwan and that W. C. Fields and Eddie Cantor had better look to their laurels as musical comedy motion picture kings. The Fox folks claim that Walter Catlett, Ziegfeld star caperer, who is one of the "summer bachelors" in the production, is just about the funniest "shady thirty" comedian to make his bow on the screen in years.

## JANNINGS HONORED

EMIL JANNINGS, the German motion picture actor, who is coming to America to star in Paramount pictures, was received by Foreign Minister Stresemann and assembled members of the Reichstag on the eve of his departure, according to a cablegram sent to S. R. Kent, general manager of Famous Players-Lasky Corporation. Jannings was to arrive in New York on October 18th aboard the *Albert Ballin*. The honor accorded him last week was the culmination of a week of extraordinary tribute rendered by the Berlin populace, during which all of the motion picture theatres observed "Jannings Week" and exhibited his films.

"You are the greatest German artist," the Foreign Minister told Jannings. "We have none better to send. You go to America as the ambassador of German art. I do not like to see you go but when men like you leave our shores they do not forget their fatherland."

"More than all else, art creates permanent unions among peoples and it is given to you through your great art to work for the brotherhood of all peoples on earth."

Although plans for Jannings' first American film have not yet been announced it is known that he will remain in New York City for two weeks before leaving for Hollywood. Preparations are being made by the numerous foreign actors and directors now working in Hollywood to give Jannings a big reception on his arrival there.

**S**UMMONED east by the illness of his wife, Laura Reinock D'Arcy, Roy D'Arcy, M.-G.-M. featured player, left the Coast on Thursday of last week for New York City. Mrs. D'Arcy, who was married last year to the actor following a courtship of two weeks, is said to be suffering a nervous breakdown following the sudden death recently of her father, John L. Reinock, former Kentucky congressman and prominent official of Loew's, Inc., and of the Shubert Theatrical organization.



Ralph Spence signs with Asher, Small and Rogers for the screen rights to his play, "The Gorilla." Left to right: Spence, E. M. Asher and Edward Small



## "BEAU GESTE" BENEFIT

SOMEWHERE in a quiet little home in England a war-worn major, exhausted by service in His Majesty's colonial possessions, writes a novel. After leisurely browsing in his thesaurus he chooses an archaic French phrase as the title for his novel—a foolish thing to do if he were writing for the movies.



Reginald Denny in "Take It From Me," his latest Universal starring vehicle, finds that a floorwalker's life is not an easy one, as an army of feminine shoppers engulfs him

Comes the dawn of that novel in America, whence many English authors look for seventy-five per cent of their royalties. Ergo, and the novel becomes a best seller and a motion picture produced by Herbert Brenon for Paramount.

By a whim of advertising, "Beau Geste" blazes forth from the Criterion Theatre in the largest and brightest sign that ever lighted the White Way. A million people (revise figure to suit) read the archaic French phrase, wonder what it means and how to pronounce it. Thanks to the cognoscente, the information filters through a sluggish public mind that the name is pronounced "Bo jest" and that it means "a graceful gesture."

Gradually conversationalists and individuals with a flare for words and phrases substitute "beau geste" for "a graceful gesture." And now the gallants of Broadway are doing their "beau gestes."

A "beau geste" is certainly the phrase to characterize the benefit performance to be given at the Criterion Theatre at 11.30 P.M. Saturday, October 16th, for an unnamed advertising man who is near death from tuberculosis at Saranac Lake. His plight came to the attention of the Broadway Cheese Club, of which Harry Hershfield, the cartoonist, is president, and to the Associated Motion Picture Advertisers, Inc., headed by Walter Eberhardt of First National Pictures. Others representing the Theatrical Press Representatives of America and the Friars and Lambs Clubs inquired of the management of the Criterion Theatre as to whether the home of "Beau Geste" might not be the home of a "beau geste."

Through the courtesy of Adolph Zukor, president of Famous Players-Lasky Corporation, and S. R. Kent, general manager, the theatre and the attraction was placed at the disposal of the committee seeking to lend a hand to the unfortunate whose physique could not measure up to the pace of Broadway.

A committee headed by Jacques Kopfsstein of 723 Seventh Avenue is disposing of tickets for this midnight benefit performance of "Beau Geste." Some of the biggest names on Broadway are lending a hand financially and devoting their time toward making the benefit a tremendous financial success. Only the actual expenses required by union regulations for musicians and theatre attaches will be deducted from the amount taken in at the box office. The Internal Revenue Service of the Treasury Department has issued a Certificate of Exemption from a collection of federal tax on admissions. For this performance only no tax will be charged and the entire receipts minus expenses will be turned over to the Benevolent Fund of the



Lloyd Hamilton, star of Educational-Lloyd Hamilton comedies, falls for the photographer, demonstrating how a comedian registers mild surprise

Broadway Cheese Club, which will in turn place the full amount at the disposal of the ailing advertising man who is not and never has been a member of either the Cheese Club, the A.M.P.A., the Friars, the Lambs, or the T.P.R.O.A.

Musical comedies and other stage attractions have issued seats for their theatre which will be auctioned off by Eddie Cantor and Julius Tannen from the stage of the Criterion Theatre during intermission of the showing of "Beau Geste."

Other Broadway celebrities will take advantage of this opportunity to see the picture that has brought a new phrase and a new conception of charity to Broadway.

## SAM L. WARNER PROUD FATHER

LITA BASQUETTE WARNER, weighing exactly seven pounds, is the newest star signed up by Warner Bros. Lita is a star of special significance who has come to bless the marriage of Sam L. Warner and Lina Basquette, former Folies danseuse.

Promptly at 11.53 Sunday night, Lita made her arrival at the Nassau Hospital, Mineola, L.I., where Mrs. S. L. Warner is resting. The reception Lita received from her proud father broke all records and promises a close understanding and sympathy between the new star and her daddy.



Director Arvid E. Gillstrom trying the gloves on Margaret Morris, feminine lead in the "Bill Grimm's Progress" series for F.B.O., who has a dangerous glint in her eye. The scene is from the seventh episode, "The Bruisers and Losers"





George K. Arthur has a varied role in "When the Wife's Away" a Columbia production, two phases of which are shown in the above pair of photographs from the picture

## THE L-M-G-M BALL

THE Fourth Annual Ball of the Loew-Metro-Goldwyn-Mayer Club will be held in the grand ballroom of the Hotel Astor, Saturday evening (not to mention a slice of Sunday morning), October 30.

Nils Grandlund (N. T. G.) will be master of ceremonies as usual, and is now getting the co-operation of the principals and choruses of Broadway musical hits as part of the professional entertainment. In addition to this entertainment, which will be had about midnight, Grandlund also is whipping into shape an elaborate Breakfast Show in which entertainers of the leading night clubs will do their acts.

Leading players and figures of both the silent and spoken drama will be among the invited guests.

This ball, which has established itself as an opening gun in the Broadway social season, will be even bigger and better this year than ever before.

## GREEN RETURNS WEST

ALFRED E. GREEN, who has been directing New York exterior scenes for the Fox screen version of David Belasco's stage success, "The Auctioneer," and L. G. Rigby, scenarist, left on October 12 aboard the Broadway Limited for Hollywood, where the interiors will be filmed.



Pat Sullivan, who draws the Felix the Cat cartoons for Educational release, with Mrs. Sullivan, looks over some of the 15,000 entries in the Draw Felix contest conducted in connection with Motion Picture Magazine

## IT'S UNCLE PAUL NOW

PAUL GULICK, genial director of publicity for Universal, has taken on a new dignity. They're calling him Uncle Paul now.

Karl Gulick, brother of the publicity chief, became the proud father of an eight-pound girl Sunday night. She is to be called Jane. Karl is the executive assistant to the head of the big Wallach laundry chain of New York City. His wife, who was his school-day sweetheart back in Charlotte, Vt., is well known as a Chautauqua singer and as a choir singer in New York. This is their first child.



Emil Jannings breakfasts with his wife, formerly Gussy Holl; an exclusive photo taken shortly before they sailed for this country, where Jannings will begin work under the Paramount banner

## MEETS McLAGLEN, PERE

PRECEDING Edmund Lowe by only a few days, a letter written by him from England, tells of his meeting Bishop McLaglen, father of Victor McLaglen, who plays Captain Flagg opposite to Lowe's Sergeant Quirt in the forthcoming screen version of "What Price Glory."

"The good Bishop McLaglen," writes Lowe, "lives in Chiswick, where Vic was born. An afternoon spent with him was one of the most delightful of my stay in England. The elder McLaglen hears regularly from Vic but, of course, was glad to get personally conducted news about him. A short description of Vic's part in 'What Price Glory' rather took his breath away. 'I always knew that boy would come to no good end,' he said. 'But tell him to come home and all will be forgiven.'

"For a moment I thought I had stirred up trouble for Vic and the Bishop let me feel uncomfortable. Then he showed he was merely enjoying his little joke. The McLaglen's run tall. Vic is six feet three, but his father tops this by another two inches. And, by the way, they don't pronounce it McLaglen over here. They spell it that way, but pronounce it 'M'Lelan'."

## BACK TO L. A.

HAVING finished the doings of "Bertha, the Sewing Machine Girl," in outdoor New York, Madge Bellamy left Sunday afternoon with Irving Cummings, the director, Paul Nicholson, the villain, and her mother, Mrs. William B. Philpott, for Hollywood where other sequences will be filmed.

A fortnight was spent on the New York scenes, during which "Bertha" was in the sweat shop district, in a Bronx tenement section, Central Park, Fifth Avenue, Wall Street, Times Square and Fifth Avenue. These locales were employed in the progress of the modernized "Bertha." Instead of the sad little figure in the heavy-footed A. H. Woods' melodrama of years ago, Madge makes Bertha a girl with a sense of humor who makes her way from the sewing machine to a Fifth Avenue lingerie shop in a wide-awake manner.





Ceremony before the Los Angeles city hall preparatory to the departure of the fire chief's red car for New York via New Orleans with the first print of "The Fire Brigade" (Metro-Goldwyn-Mayer), which will be shown for the first time before the annual convention of the International Order of Fire Chiefs; left: Mayor George Cryer of Los Angeles, Louis B. Mayer and May McAvoy, heroine of the picture; right, Miss McAvoy christens the cross-country car

### PEP CLUB STARTS YEAR

ON Tuesday evening, in the grand ballroom of the Hotel Astor, New York City, some 750 members of the Paramount Pep Club gathered for the inauguration of officers which marks the official opening of the new year. The proud individuals over whom the mantle of office was draped included Joseph P. McLoughlin, president, Joseph A. Walsh, vice-president, Axel R. Swenson, treasurer, Helen Strauss, secretary; Eugene J. Zukor, chairman board of governors, and Joseph R. Wood, Harry Nadel, P. H. Stilson, Edward A. Brown, Irene Scott, Belle Goldstein, Glendon Allvine, Fred Metzler, Sadie Spitzer and Mrs. Chalmers Shumate Traw, board of governors.

### HENIUS JOINS VEIDT

WOLFF M. HENIUS, American manager of Conrad Veidt, the German star who is playing Louis XI in John Barrymore's Francois Villon picture, "The Beloved Rogue," is en route to Hollywood to join Veidt.

Mr. Henius, Veidt's friend for many years, was summoned by Barrymore and the German player to act as interpreter. Veidt

speaks French and German but virtually no English, and in order to expedite direction his presence was requested.

Henius was formerly New York correspondent of the Lichtbild-bühne, German film paper. He left for Hollywood last Saturday.

### WANTED: A MCKINLEY

WHO is the man who can portray William McKinley on the screen? For weeks Famous Players-Lasky has been looking for a living likeness of the former President. The search has been conducted quietly throughout the ranks of thousands of Hollywood extras, but without success.

Paramount is now appealing to the public in its search for the prototype of McKinley. If you know of any man who is a striking likeness of the former President, communicate with Fred Datig, casting director of Famous Players-Lasky, Hollywood studio.

The faithfulness to detail with which Paramount is making "The Rough Riders" must be carried out in the role of McKinley. Company officials found an uncanny likeness of Theodore Roosevelt in the person of Frank Hopper. Now they want an exact likeness of the martyred McKinley.



One of the Philippine villages constructed at the Warner Bros. studio for their elaborate production of "Across the Pacific," a story of the insurrections, just released. This photo will give some idea of the elaborate preparations necessary for the filming of such sequences.



## BRITISH VISITORS

**F**RANK WELLS, son of the famous English novelist, H. G. Wells, is now working as an extra with the Herbert Brenon production, "God Gave Me Twenty Cents," at the Paramount Long Island studio. Dressed in masquerade costume, young Wells and his friend and traveling companion, Hugh Brooke, are doing their bits with the crowd of three hundred gaily clad extras engaged for the New Orleans Mardi Gras scenes of the picture. Brooke, who is the son of Clifford Brooke, the English theatrical producer, is driving a victoria in the scene, while Wells acts as footman.

"We thought this would be a good way of seeing how American films are made and how your famous directors work," said Mr. Wells. "Mr. Brooke and myself are now producing two-reelers in England, at Beaconsfield, under the name of Equator Films. We've been going only about six months but we thought there might be a market for our material over here. Lighting problems are especially interesting to us at present. Mr. Brooke directs our pictures and I do most of the designing and art work. We are now making a series of my father's short stories called 'Stories of Life and Adventure.' We expect to stay about a week."



Chief Standing Bear (centre) of the Ogallala tribe, who is to play in Col. Tim McCoy's pictures for Metro-Goldwyn-Mayer, addressing members of the National Editorial Association in convention in L. A. Col. McCoy is at the right

Another British visitor is Frederick Lonsdale, dramatist, who arrived in New York Tuesday to confer with Ernst Lubitsch, who will direct Lonsdale's play, "The Last of Mrs. Cheney," for Paramount with Adolphe Menjou in the role created by Roland Young on the New York stage.

"Some time ago," said Mr. Lonsdale, "I signed a contract to write original stories for Paramount pictures but up until now my affairs did not permit me to take up the duties of that contract. Needless to say, I am happy indeed that my first experiences with motion pictures will be with Mr. Lubitsch, who I think is the foremost director. With Mr. Menjou playing the male lead and Mr. Lubitsch directing, I am sure that the play will receive the very best of treatment in its translation to the screen. In the preparation of the story for the screen I am going to work in close co-operation with Mr. Lubitsch and from that association I expect to learn a great deal about screen construction which will prove of inestimable value to me when I start writing original stories for Paramount."

"Although nothing definitely has been decided, I hope that my first original Paramount picture will be made in Great Britain."

## MEIGHAN'S BENEFITS

**T**HOMAS MEIGHAN and members of the Paramount company on location in Canada making "The Canadian" endeared themselves to the people of Calgary by staging a huge benefit show at which more than \$3,000 was raised for several orphanages. All the local civic organization co-operated and the proceeds were amazing in view of the fact that three heavy snow storms in two weeks caused heavy crop damage and made roads impassable.



The latest Romance production released by Educational, "Mona Lisa," is based on the painting of the same name. Above, at the right, is the da Vinci painting; at the left, Hedda Hopper in the title role of the film

## A FOX FILMS FIND

**V**IRTUALLY unknown two years ago, Janet Gaynor, Fox Films favorite and a former resident of Philadelphia, has won two of the highest honors at the disposal of Fox executives.

Miss Gaynor, who has just finished a featured role in "The Return of Peter Grimm" under direction of Victor Schertzinger, was selected by F. W. Murnau, eminent German director, to play the feminine lead in "Sunrise." Then, almost immediately, Frank Borzage, casting about for the best artist available anywhere, decided upon the little Pennsylvanian for the great role of Diane in "Seventh Heaven."

"Miss Gaynor has proved," said General Superintendent Sol M. Wurtzel, "that she is an artist of exceptional ability and her selection for these highly important portrayals is additional proof of our faith in her inherent capacities."

Miss Gaynor is a diminutive brunette, popularly characterized as winsome, and, since coming to Fox Films Coast studio, has played featured roles in some of the best photoplays released this year.

## HOMEWARD BOUND

**L**ILA LEE, who returned recently from England, where she played in the exterior scenes of "One Increasing Purpose," and Allan Simpson, who has finished his New York sequence as the male lead in "Bertha, the Sewing Machine Girl," are Hollywood bound. They left on the Broadway Limited Friday afternoon.



Members of Fox's "Wings of the Storm" company on location in Rainier National Park, Washington; left to right, first row: "Red" Forrester, Francine Blystone, William Russell, Albert M. Ottenheimer, publicity man for the park, Frank Davis; second row: Mrs. Blystone, Director J. C. Blystone, Jasper Blystone, Ray Nolan; standing: Syd Jordan, Eli Dunn, Eddie Radus, George Eastman, Virginia Brown Faire, Bill Harris, R. A. Goux, Reed Howes, Bob Kurlie and Max Cohen



# Vitaphone Again Proves Hit on Broadway

## Musical Selections, Most of Them in Lighter Vein, Register With First Night Audience

By PAUL THOMPSON

"CONSISTENCY is a jewel," some epigram-maker has said, and no better illustration of the truth of this saying is afforded than in the second program of Warner Brothers' second Vitaphone offering at the Colony Theatre, October 7th. In contrast to the first made at the Warner Theatre in conjunction with John Barrymore in "Don Juan," which logically and appropriately was made up for the most part of grand opera stars, the entertainment which preceded Syd Chaplin in "The Better 'Ole" was lighter fare. Inasmuch as the screen play was an out-and-out slap-stick comedy of rough-house situations and actions rather than one of manners, it was eminently consistent that the Vitaphone part of the evening's entertainment should depend on recruits from the music halls and revues. The sole exception was Reinald Werrenrath and curiously his offerings in many respects were the least successful of all.

One had the same feeling with him as with Marion Talley, of unreality, of a picture with a voice not remotely connected with the figure on the screen but rather far removed from the latter. The singer's reputation through his Metropolitan Opera Company appearances, his justified popularity on the concert stage, and the fame

which his Victor records enjoy; all of these things make his Vitaphone debut doubly disappointing. Werrenrath has a splendid voice—but in the Vitaphone it is throaty and unsatisfying.

Willie and Eugene Howard, ex-Winter Garden stars now with "The Scandals," were most successful of all. Theirs is the kind of voice that lends itself most successfully to Vitaphone exposition. Then their songs being but incidental to their quite amusing patter in their skit, "Between the Acts at the Opera," instead of the whole act that helped a lot.

Al Jolson came next, his three offerings scoring deservedly. He screens quite well and with a cabin background his songs, which have made him famous on the stage, were convincingly delivered by the machine to an appreciative audience.

Elsie Janis also has the sort of voice that lends itself most successfully to the machine that synchronizes picture and sound. It has a certain raucous quality that is much more appealing and less mechanical than a Marion Talley or Werrenrath type of voice. The employment of ex-A.E.F. men and a stage setting back of the lines in France with the talented diseuse and chanteuse singing, talking and dancing on a motor truck helped a lot to create the

impression of doing what she actually did in the war.

George Jessel, who is only waiting, it is said, for success to attend his first moving picture, "Private Izzy Murphy," to abandon "The Jazz Singer" and any other stage play to devote himself wholly to the movies, has an amusing blend of monologue and songs. His again is the kind of voice best adapted to this sort of mechanical reproduction and his success was unquestioned even allowing for his friends in the audience.

Best of all, however, even if less famous than their associates on the bill were the men who made up the "Four Aristocrats," four musicians with piano, saxophone, guitar, banjo, etc. As with the Vitaphone Symphony Orchestra they proved that instrumental music always will be most successful in reproduction on the Vitaphone. The plausibility or probability of these men actually creating the sounds attains its maximum. This goes for the quartet and the symphony, both the smaller and larger body of men being the outstanding hits of the program.

An unusually brilliant first night audience witnessed the second Vitaphone opening and the premiere of the Sidney Chaplin picture. The attendance included representatives of the arts, financial and theatrical world.

# F. B. I. Report Urges British Quota

## Federation Recommends That 12½ per cent of British Films Be Required First Year to Re-establish Industry

IN a lengthy report sent to the president of the Board of Trade for submission to the Imperial Economic Conferences this month, the Federation of British Industries declares that a compulsory quota on films is the only means by which the British motion picture industry may again be placed upon a productive basis, according to a copyright dispatch to the "New York Times." A quota of 12½ per cent of British films the first year is specified. The F.B.I., it will be recalled, has figured in the British situation since the beginning of the present agitation, but failed to come to any understanding with various factions in the trade.

Should the quota be made compulsory, production will quickly reach the required level, studio facilities being available for 115 pictures yearly, the F.B.I. maintains, according to the "Times" correspondent.

"The completeness of American control of the foreign film market is shown by the impressive figures quoted in today's report of the Federation," continues the dispatch. "Against Great Britain's yearly output of fifteen films the United States produces between 600 and 800. It is estimated that Americans supply 90 per cent of the pictures shown in Great Britain and the overseas British Dominions.

"The report declares that not only are the British studios capable of supplying all

the money needed to meet the suggested British Empire quota, but that there is enough available personnel in the British studios if the Government takes the action requested.

"There are about 25 British directors here now and it is asserted that some of them are equal to the best anywhere. Several other British directors have migrated to America recently, owing to the lack of opportunity at home, and have been successful.

"There also are plenty of British cameramen and dark-room hands, it is added, and that when it comes to the dramatic and literary field, British literature and drama can provide inexhaustible treasures.

"In fact, the success of Hollywood has been, to a large extent, founded on British stories and players," says the report.

"The fact that there have been few recent British films is also urged as an argument in favor of inducing compulsory quota rather than against it.

"The fact that few good pictures have been made and sold does not prove that the requisite capital will be forthcoming to build up the industry. So long as American control exists, British production will, of necessity, be confined to the making from time to time of a few good isolated pictures. If a real industry is to be built up, and the requisite finance assured, the producing

companies must be in a position to maintain a regular output."

## Securities of Loew's London on Toronto Stock Exchange

The securities of Loew's London Theatre, Limited, London, Ontario, are now on the regular trading list of the Toronto Stock Exchange, this being the fourth Canadian theatrical company to have its shares placed on the board. The other companies comprise Famous Players Canadian Corp., Eastern Theatres, Limited, and Marcus Loew's Toronto Theatres, Limited. Listing of the securities has done much to stabilize the market for the various issues as, previously, they were traded in over-the-counter and, at times, this trading was difficult.

## "Merry Maniacs" Rodemich Grand Central Offering

Dancing of the "Black Bottom" by Coster and Rich was the feature of the presentation offered by Gene Rodemich and his "Merry Maniacs" at the Grand Central, St. Louis, last week. Gene also offered Raines and Cady, songsters who scored the previous week with Grand Central patrons, as a hold-over feature. The screen attraction for the week was "The Splendid Road."



# Examiner's Report On Famous Given

## Evidence Concerning Block Booking and Theatre Ownership Now Part of Accepted Record in Trade Commission Case

WITH the case more than five years old, the Federal Trade Commission's proceedings against Famous Players-Lasky Corp., et al., have entered upon a new stage with the submission of the trial examiner's report upon the facts, covering supplemental evidence introduced covering block booking and theatre ownership by other companies.

It will be recalled that all during the original hearing the first trial examiner rigidly excluded all evidence relating to any company other than Famous Players, and that the Famous defense was built around the contention that the company was not receiving a fair hearing, in that block booking and distributor ownership of theatres were contended to be common practice in the industry, which point could not be established without the introduction of suitable evidence and testimony regarding other firms.

In January of this year the commission ruled that this evidence might be introduced in the form of a stipulation and certain testimony, and this was done. The present "report upon the facts" is based upon this. The next step is the filing of a brief by the government, which will be answered in turn by attorneys for Famous Players, when the case will presumably be ready for final action by the commission.

Some of the outstanding points in the report upon the facts by William C. Reeves, second trial examiner in the case, are as follows:

"On January 1, 1926, there were 20,115 motion picture theatres in the United States. (Resp. Ex. 334) and on said date there were 222 cities in the United States having a population of 25,000 or over, and 62 cities having a population of 100,000 or over. On said date there were 1,341 first-run motion picture theatres in said cities having a population of 25,000 or over and in cities having a population of 100,000 or over, 604 such theatres. (Resp. Ex. 335, 336). . . . The respondent on June 30, 1926, had interests in 167 first-run motion picture theatres in 71 of said 222 cities having a population of 25,000 or over, and 75 such theatres in 25 of said 62 cities having a population of 100,000 or over, and it

### Anti-Bicycling Drive in St. Louis Territory

WITH two Southern Illinois exhibitors assessed "fines" of \$250 each and in addition directed to pay twice the rental price of all films involved, the St. Louis Film Board of Trade in co-operation with the Hays organization has opened a new drive against bicycling in this territory.

Several other exhibitors who have been accused of the same offense will have hearings before the arbitration board appointed to pass on such cases. Two cases are scheduled to come to trial the coming week.

had no interests in theatres in 151 cities of the United States having a population of 25,000 or over nor in 37 cities having a population of 100,000 or over. (Resp. Ex. 324, 325, Com. Ex. 385, 389.)

### Famous Has 368 Houses

"The respondent on September 1, 1924, had interests in 181 theatres in the United States, in 159 of which feature pictures were shown. Between September 1, 1924, and June 30, 1926, respondent acquired interests in 200 additional theatres, and feature pictures were shown in 185 of such theatres. Between said dates respondent disposed of its interests in 13 theatres, in 12 of which feature pictures were shown. On June 30, 1926, respondent had interests in 368 theatres in the United States, in 332 of which feature pictures were shown. The interests of respondent in said 368 theatres on said date were: In 128, 100%; in 13, more than 50%, but less than 100%; in 128, exactly 50%; in 99, less than 50%. (Com. Ex. 385, 387, 388, 389; Resp. Ex. 321, 324, 325.) Interests in 69 of said theatres were acquired by a contract dated May 20, 1926, with the representatives of the holders of the voting trust certificates of the common stock of the Balaban & Katz Corporation. . . . This contract provides that respondent shall purchase on October 15, 1926, a minimum of 51% and not to exceed 66 2/3% of the outstanding capital stock of said Balaban & Katz Corporation, which owned interests in said 69 theatres, 42 of which are located in Chicago and 27 in other cities of Illinois. (Com. Ex. 389). . . .

"A number of large producers and distributors of motion pictures in competition with respondent have interests in theatres in which motion pictures produced and/or distributed by them are exhibited; among such competitors are: Metro-Goldwyn-Mayer-Cosmopolitan, with 161 theatres, 64 of which are first-run theatres in key cities; the Universal Company with 265 theatres, 28 of which are first-run theatres in key cities; the Keith-Orpheum North American Producers Distributing Corporation and affiliations with 290 theatres, 56 of which are first-run theatres in key cities; the Fox Film Corporation with 93 theatres,

17 of which are first-run theatres in key cities; important First National Stockholders and Affiliations with 746 theatres, 114 of which are first-run theatres in key cities. Of the theatres operated by said First National Stockholders and Affiliations, the Fox Film Corporation owns a 50% interest in 78 of them. These are in addition to the 93 theatres noted above as being operated by said Fox Film Corporation, and 5 of these 78 theatres are first-run theatres in key cities. (Resp. Ex. 337.)"

The following paragraph deals with the 14 theatres formerly operated by Warner Bros., most of which were sold in connection with the purchase of Vitagraph, and also outlines the plans of United Artists for 20 long run houses. The next succeeding paragraph outlines the First National franchise plan.

Paragraph 6 describes the Balaban & Katz plan of theatre operation in detail, and covers the formation and aims of Publix. Paragraph 7 covers changes in the Broadway theatre situation, including the Paramount, the Roxy, the Colony, the Warner and the Embassy. In this paragraph it is stated:

"The demand for good motion pictures exceeds the supply, and upon the completion of the two Broadway houses now under construction, it will be still more difficult for the theatres to get pictures and producers have been reissuing old pictures to supply the demand of pictures by Broadway theatres. . . ."

### Block Booking

Paragraphs 8 to 12, inclusive, describe the various selling methods in vogue since the beginning of the industry, including the

### Philly Board Elects New Slate of Officers

PRACTICALLY an entire new slate of officers in the Philadelphia Film Board of Trade is the result of the recent upheaval, said to be due to a feeling on the part of members of the organization that the duties of the offices could not be best discharged by men who held large exhibitor interests, such as Mr. Neufeld, who in addition to being an independent exchangeman, is president of the East Coast Theatres Company, while Ben Amsterdam, who held the office of treasurer for many years, was head of the Franklin Theatre Co., operating a chain of nine theatres in Reading and vicinity. In the recent election, which followed close upon the annual election, William J. Heenan, of First National, was elected president over Oscar Neufeld, of De Luxe, who has held the office for five consecutive years, by a vote of 12 to 3. Percy A. Bloch of Paramount, was elected vice-president by a count of 9 to 6 over Jerome Safran, of F. B. O., while Bob Lynch, of Metro, was elected treasurer by a 9 to 6 vote over Miles Gibbons, of Pathe.

### A. M. P. A. Announces Most Helpful Women

THE vote of more than 100 members of the Associated Motion Picture Advertisers on the twelve women who have done the most for the motion picture industry was announced at the association's meeting at the Hofbrau Haus last Thursday as follows:—Mary Pickford, Norma Talmadge, June Mathis, Gloria Swanson, Anita Loos, Frances Marion, Colleen Moore, Constance Talmadge, Beulah Livingston, Jeanie McPherson, Lillian Gish, Corinne Griffith.

The association plans to invite each of these twelve to be a guest of honor at tribute luncheons during the coming year.



program system, lock booking, star series and finally block booking, adopted in 1920 or 1921, which is maintained to be the practice of all companies except United Artists. The report then goes on to say:

"The respondent and other producers of moving pictures always attempt to induce exhibitors to purchase an entire group or block of pictures sufficient for their requirements over a considerable period, usually an entire season or a year. (R. 17401) and frequently advise the exhibitors that unless they buy the entire block offered that they cannot have any of them (R. 17395, 17406, 17419), but when these means fail to induce the exhibitors to buy the entire block, the producers frequently permit the exhibitors to purchase selections from the block without taking the entire block (R. 17396, 17420). The degree of salesmanship exercised and the amount of sales effort exerted by the different producers in their negotiations with exhibitors to bring about a sale of the largest percentage of the block offered, vary without limit; (R. 17419) with some of the distributors prices are quoted only for the block, and blocks will not be broken or strong resistance will be made to their being broken, but no fixed policy in this regard has been followed (R. 17395, 17406) and the policy of requiring exhibitors to buy 'all or none' of a group of pictures offered by a distributor, if rigidly adhered to, would be unprofitable to the distributor (R. 17397).

"In 1924 there were released in the Uni-

ted States by all producers and distributors, 580 feature motion pictures, 59 of which were released by respondent; in 1925, 606 such features were released by all producers and distributors, 75 of which were released by respondent (Res. Ex. 332, 333). In 1925 the rentals from feature pictures received by all American producers and distributors from both domestic and foreign exhibitors aggregated \$185,000,000, \$35,525,000 of which amount was received by respondent. The rentals received in this same year by all such producers and distributors from domestic exhibitors only, aggregated \$142,000,000 of which amount the respondent received \$27,350,000 (Res. Ex. 339)."

Paragraph 15 advances the respondent's contention that block booking is the only possible economical plan of selling, assuring the exhibitor of suitable product and making economical operation possible for the producer and distributor. Paragraph 16 outlines testimony given by executives of other companies on the subject of block booking.

Statistical data in Paragraph 17 makes it appear that in 7,500 theatres, located in the New York City, Boston, Cleveland, Chicago, St. Louis, Dallas, Charlotte, Atlanta, Denver, San Francisco and Los Angeles exchange territories, Famous Players consumed the following percentages of the total available exhibition time: in 1920-21, 14.9% of the total; in 1921-22, 13.4%, and in 1922-23, 16%.

## Bankers Get Facts From Mayer

### M-G-M Production Head Stresses Industry's Highlights at Meet

**L**OUIS B. MAYER, vice-president in charge of production for Metro-Goldwyn-Mayer, delivered a speech in behalf of the film industry to an audience representing financial leaders of the world who are in convention at present in Los Angeles. In his talk Mr. Mayer stressed the increasing valuation of motion picture securities, the recent correlation of

producing, distributing, and exhibiting branches of the business, and the outlook for an international market.

Mr. Mayer first pointed out the fact that pictures, unlike the majority of other commodities, appeal to everyone, thus creating an unusual market. He next drove home the knowledge that there can be no monopolization in this industry explaining the impossibility of cornering the world's supply of brains and talent. Though people may stop buying clothes during times of financial stress the theatres are the last to feel the effects of the stringent economy practised during strikes, etc., said Mr. Mayer, in stating that moving pictures are a good investment; he declared that at the present time 11 million shares of motion picture stock are held by the public.

Mr. Mayer then gave a brief resumé of the business since its inception starting with the store picture show with its piano supplying musical accompaniment and then pointed to the Capitol Theatre, New York City, with its 80-piece orchestra. He dwelt for a while on the early difficulties of the producer trying to get a loan from his banker who knew not the meaning of the word "negative" and then mentioned "The Big Parade" as an example of one "negative" which any banker to-day would have been glad to finance.

Touching on the stability of the industry to-day, the M-G-M production head mentioned the haphazard methods of making pictures in the old days when filming could be carried on only during part of the year with resultant unemployment for many people during the bad weather sea-

## Fraser Denies Change in Selling Personnel

**A**RRIVING in New York for conferences with Paramount executives, William R. Fraser, general manager of the Harold Lloyd corporation, emphatically denied rumors to the effect that the Lloyd organization contemplated changes in its present sales and production activities. Mr. Fraser declared that "there is no foundation for such stories. Our relations with Paramount are even stronger and pleasanter than ever before."

son; and then brought out that now pictures are produced the year round thus giving steady work to over an hundred thousand people.

Mr. Mayer also spoke of the Summer bug-bear when theatres languished for lack of patronage during the hot spell and when only the poorest of the season's output was exhibited. Now, thanks to Greater Movie Season, said Mr. Mayer, some of the year's finest pictures are shown and box-office receipts are healthy throughout the summer.

The next topic was the labor conditions in the studios and it was explained that the best expert on industrial welfare is to be secured to take care of living conditions and the education of child actors. The systems of fire prevention in studios, film exchanges and theatres, which Mayer declared have the approval of the National Board of Fire Underwriters, were also touched on. He praised the city government of Los Angeles for its co-operation.

The latter part of Mr. Mayer's talk was devoted to an analysis of the foreign market. He spoke of the increasing volume of business done in the Old World markets stating that the industry's revenue from overseas has increased from ten per cent to twenty-five to forty per cent during the past few years.

## Bandy New First National Foreign Sales Manager

H. A. Bandy, former European manager for First National, has been named foreign general sales manager by E. Bruce Johnson, manager of First National's foreign department. Joseph Skirboll, until recently western district manager, has been named to succeed Mr. Bandy as European manager.

Louis Brock, former foreign general sales manager, is now head of the Metro-First National Exchange in Rio De Janeiro.

## Bebe Daniels Signs New Paramount Contract

**T**HROUGH the terms of a new contract signed this week by Bebe Daniels with B. P. Schulberg in behalf of Paramount the star comedienne will remain with that company until 1931. An existing contract with two years to run was torn up when the new compact was entered into.



Bebe Daniels

Paramount states it has secured a half score of international stage plays and novels which will be filmed on an elaborate scale. Miss Daniels is now finishing scenes for "Stranded in Paris," which Arthur Rosson is directing.



H. A. Bandy, general sales manager of the foreign department of First National, and Joseph Skirboll, European exchange manager





Part of reception committee which welcomed home Carl Laemmle, president of Universal. The view at the left shows the Universal chief flanked by his son and daughter with R. H. Cochrane in the foreground. The central picture shows Mr. Laemmle and Will H. Hays in the center of the group standing behind the Universal office staff; the scene at the right shows the Laemmle family—Carl, Jr., Mr. Laemmle and his daughter, Rosabelle.

## Great Celebration in Laemmle's Honor

### Most Unusual Reception Accorded Home-coming of Universal Chief; Hays, Fox, Murdock, Hammons Make Welcome Speeches

**L**ED by Will H. Hays, a welcoming committee of two hundred people comprising leading executives of the motion picture industry and the financial world and including representatives of the Universal home office greeted Carl Laemmle, president of Universal, on his arrival in New York City from Europe, on Friday of last week.

Flower bedecked boats, busses and private conveyances lined the streets leading to the dock at which the Berengaria, the ship which bore Mr. Laemmle and his party from overseas, anchored. This most enthusiastic reception was tendered the film magnate in recognition of the game fight which he made for life when stricken with appendicitis on board ship while making his annual tour last June to his hometown in Germany, and the Universal Continental exchanges. The celebration, arranged by Paul Gulick, director of publicity, and Joe Weil, director of exploitation for Universal, rivalled any event of this nature ever staged by the Universal forces.

At dawn of Friday morning, the welcoming party boarded the Riverside, Mayor James J. Walker's official boat, and steamed down New York Bay to meet the Berengaria, which was sighted at Quarantine. When the Universal chief was spotted at the rail of the liner a shout of welcome echoed from many throats, bands played and whistles were tooted. The Riverside then escorted the Cunard ship up the North River to the Battery, where the Mayor's boat discharged the home-coming committee.

The entire party then boarded the waiting cars and, headed by Mr. Laemmle's limousine, the party proceeded up Broadway to the Universal headquarters. At the Fifth Avenue offices a bevy of Universal beauties, their arms full of flowers, welcomed the film pioneer with kisses and shouts of welcome. Ascending to the offices, which too were decorated with flowers and confetti, the assemblage listened to the welcome-home speeches of Mr. Hays, Earl Hammons, J. J. Murdock and William Fox. Following the addresses of welcome the

party made merry for the balance of the afternoon.

The members of the official welcoming committee on hand to assure Laemmle that his home-coming meant more than mere words to the motion picture industry were Will H. Hays, Hugo Riesenfeld, Col. G. McL. Baynes, of Kinograms; Henry M. Hobart, of Distinctive; William Fox, Earl V. Hammons, Elmer Pearson, J. J. Murdock, R. F. Woodhull, J. A. Jacobs, of Bray; Arthur James, Epes W. Sargent, John Spargo, William A. Johnston, Maurice Kann, Fred J. McConnell, James Milligan, Miss Louella Parsons, Jules Brulatour, Ex-Gov. Milliken, Cortland Smith, Vernon Garrick, Jack Cosman, Siegfried Hartman, Dr. Jesse Heiman, Paul Shields, of Shields

& Co.; Karl Behr, of Dillon, Read & Co.; Dean Mathey, of the same organization; Al Mayer, of Photo Repro; I. N. Landauer, and Miss Marian Nixon, Universal star. Miss Nixon conveyed to Mr. Laemmle the welcome sentiments of the studio force, the stars and players at Universal City, and those of his many other well-wishers on the West Coast.

Mr. Laemmle's party returning from Europe included his children, Miss Rosabelle and Carl Laemmle, Jr.; Mr. and Mrs. Abe Stern and Julius Stern, of the Stern Film Corporation, and Jack Ross, his private secretary, and several servants. E. H. Goldstein, treasurer of Universal, joined the Universal chief on the boat at Quarantine as the first bearer of welcome.

## Universal Common Stock Earnings for 1926 About \$8 a Share, Predicts Wall St. News

**I**N view of the increased earnings shown by Universal in its balance sheet for the third quarter ended August seventh, the Wall Street News anticipates that the company's earnings on its 250,000 shares of common stock for the fiscal year will be about eight dollars a share. The fiscal year ends November six.

According to this authority the anticipated earnings will establish a new high record and is comparable with \$6.18 a common share reported for the year ending November 7, 1925, and with \$5.62 a share in the twelve months ended November 8, 1924.

"Universal Pictures' foreign business is one of the largest of any of the corporations engaged in the industry," says the Wall Street News. "This branch contributes about 35 per cent of the total gross and has shown considerable expansion in recent years. A substantial gain in volume has been experienced in this field this year over 1925.

"On May 8, 1926, the date of the latest available balance sheet, Universal Pictures was in strong financial position. It had total current assets of \$9,615,204, with total current liabilities \$2,198,273, leaving net working capital of \$7,416,931. Cash amounted to \$977,412.

"Outstanding capitalization consists of \$2,768,600 (par value \$100) 8 per cent preferred; \$2,000,000 7 per cent second preferred (par \$100), and 250,000 no par value common shares."



## Colonel Joy Addresses Clubs

Summarizes Industry's Growth and  
Forecasts New Uses of Pictures

**I**N two addresses delivered this week, one to the South Dakota Federation of Women's Clubs, at Yankton, S.D., the other to the Rotary Club of Billings, Mont., Colonel Jason S. Joy, director of the Department of Public Relations for the M. P. P. D. A., told of the importance of motion pictures in molding the character of the country's future citizens; also of the important place women are taking in all branches of the industry.

In his talk at Yankton, Colonel Joy spoke of the Central Casting Bureau which has been established in Hollywood under the auspices of practically all producing companies. He pointed out that this new idea will do away with questionable schools of acting and will also save "extras" hundreds of thousands of dollars annually which formerly went to employment agencies.

Tracing the development of the industry, Colonel Joy declared that the time would

come when films would be found in every classroom as a supplement to the oral instruction of the teacher and mentioned that the Eastman Kodak Company had already started production of films closely correlated with geography, health and hygiene, civics, fine and practical arts and general science.

Addressing the Rotary Club at Billings, Colonel Joy dwelt on the international peace which should come about through the medium of the screen, which, he said, will make it possible for all the world to be neighbors and to know each other. In this connection, Colonel Joy pointed out that while the great majority of pictures shown throughout the world are American-made, in reality all nations help make the pictures. "A great number of those in key creative positions are direct from achievement in other countries," he declared.

## Chicago Man Wins Arbitration

Association and Abe Gumbiner Victors  
in Compulsory Orchestra Dispute

**T**HE Exhibitors Association of Chicago and Abe Gumbiner won a clean-cut victory in the arbitration between the Bryn Mawr Theatre and the Chicago Federation of Musicians, covering the question as to whether or not this theatre should be compelled to continue the employment of an orchestra.

At the request of the owners of the Bryn Mawr Theatre the meeting was called on October 4th, at which the income account of the theatre for the eight months period ending August 29, 1926, was presented to the Board of Arbitration, presided over by Chairman Dr. Karl A. Meyer, who submitted the following ruling:

"After carefully weighing and studying the testimony submitted by both sides, the arbitrator feels that immediate relief should be accorded the owners of the Bryn

Mawr Theatre. The usual two weeks' notice should be given to the Chicago Federation of Musicians terminating the contract that has been entered into by the aforesaid parties."

The Exhibitors Association of Chicago, headed by Jack Miller, has been able to force the question of theatres retaining orchestras, as a result of the recent settlement of the musicians' strike, which was regarded as favorable to the exhibitors. Previous to this time the musicians union had been forcing all houses employing orchestras to keep them, whether or not business justified it, but at the time the strike was settled, the union agreed to live up to the terms of the contract of September 4, 1925, and submit these matters to arbitration.

## J. P. Kennedy at F. B. O. Studios

To Confer With Edwin C. King on Production; Praises Coast Force's Work

**J**OSEPH P. KENNEDY, president of Film Booking Offices, arrived at the Hollywood studios of the company this week to have a series of conferences with Edwin C. King, vice-president in charge of production, and also with F. B. O. directors and leading players.

The reason for his visit at this time is partly to express his gratification for the work accomplished by the studio forces in producing this season's program and also to lay plans for the future.

Mr. Kennedy, realizing the importance of good stories, states that he will have the best material for picturization in coming productions. John Brownell, scenario editor, is now on his way to Hollywood,

and will take an important part in the conferences.

## New England Firms Granted Incorporation Charters

Park Theatre Co. of Waterbury has been incorporated at Boston, Mass., with its principal place of business outside Boston being at Waterbury, Conn. It is capitalized at \$50,000. Incorporators are B. A. Curzon, Boston, president; Benjamin Rosenthal, East Boston, treasurer and M. K. O'Connor, Somerville, Mass., clerk.

Rosen's Film Delivery System has been incorporated at New Haven with capital at \$10,000. Abraham Rosen and others of New London, Conn., are incorporators.

## Arrange Details for Ohio Theatre Owners Meet

**A**T a meeting of the board of trustees of the Motion Picture Theatre Owners of Ohio, held October 5th at the Neil House, Columbus, O., W. M. James president and P. J. Wood business manager, of Columbus, and Sam E. Lind treasurer, of Zanesville, were appointed a committee to arrange all details in connection with the sixth annual convention of the organization which will be held in Columbus, November 9th and 10th. To insure a maximum attendance, President James appointed the following as a committee at large: J. J. Harwood, Cleveland; J. A. Ackerman, Cincinnati; John L. Damm, Akron; C. W. Miller, Youngstown; F. A. Kelly, Massillon; P. J. Zehnder, Dayton; John A. Schwalm, Hamilton; Gus Sun, Springfield; Martin G. Smith, Toledo; Fred Tynes, Portsmouth; L. F. Eick, Martins Ferry; J. A. Tallman, East Liverpool; Arthur Himmelein, Sandusky; Robert Harmon, Columbus.

After hearing a report from Dr. H. H. McClellan, superintendent of the Dayton State Hospital, in connection with the aims and purposes of the Ohio Association for the Welfare of the Mentally Sick, the board agreed unanimously to urge all members of the organization to show slides and films to aid the program of the association.

## M.P.T.O. Urges Exhib. Cooperation with Educators

To promote the cause of education generally and give timely aid to the efforts of the National Education Association and the Americanism Commission of the American Legion along that line, the national office of the Motion Picture Theatre Owners of America urges all theatre owners to give screen co-operation and such other elements of assistance as may be available to make American Education Week (November 7th to 13th) a success.

Both of these organizations have effected special arrangements with the Departments of Education in the different states and as far as practicable with the heads of the Educational Divisions in different cities and towns. The special purpose is to impress as much as possible on the people generally the value and necessity of education, so that the standard of citizenship and civic and economic usefulness will be elevated and the character of the same strengthened.

## Band Replaces Vaudeville at Karzas Theatre

Andrew Karzas has inaugurated a new entertainment policy at the North Center Theatre, Chicago. Armin Hand has returned to this house with his fifteen-piece band and will present overture acts which will replace vaudeville as a supplement to the theatre's picture program.

## Screen Advertisers to Meet in Kansas City

The annual convention of the National Association of Motion Picture Screen Advertisers, to be held in Kansas City, October 14, 15 and 16, is attracting more than ordinary interest in Kansas City film circles.



# Pathe Control Bought by Blair & Co.

## Affiliation With Another Film Concern Said to be in Prospect—No Changes in Personnel

IT was learned this week that control of Pathe has been purchased by Blair & Co., Wall Street banking firm, and it appears that this deal will be followed by a second, which will affiliate Pathe with another large producing and distributing organization.

Persistent but unconfirmed reports name P.D.C. as the other concern in the deal, but it would not be surprising if a company, as yet unnamed, would turn out to be the real choice.

The controlling interest in Pathe was bought by Blair & Co. from Merrill, Lynch & Co., and embraced all the Class B stock, which elects six directors of the company. The banking firm of Blair has issued notice to Pathe home office employees that there will be no changes in the Pathe personnel.

Not previously active in the picture business, Blair & Co. are understood to be an important unit in a financial group, with great resources and said to be allied with J. P. Morgan & Co.

The reports concerning the reported deal between Pathe and P.D.C. are interesting, it was pointed out by observers this week, in view of the fact that Keith-Albee owns fifty per cent. of P.D.C. and also holds a block of Class A stock in Pathe.

It was further reported that, if the Pathe-P.D.C. deal went through, it would result in the reorganization of the financial

structure of these companies under a new unit to be capitalized at \$100,000,000.

There was no indication whatever that the merger would result in disbanding the personnel of either organization. It was also persistently reported that Elmer R. Pearson, vice-president and general manager of Pathe, would become president of the combined companies, with J. J. Murdock, of Keith-Albee, as chairman of the Board of Directors.

If the deal materializes, the theatre situation would, no doubt, come in for a big share of attention. The plan would be, so it is understood, to annex picture houses on a large scale, probably through North American Theatres, Inc., which would not be directly included in the pool, but to which funds would be advanced for expansion purposes. In addition, report has it that \$10,000,000 would be provided for expansion in production and in theatre acquisitions.

Pathe's net income for the year ended December 26, 1925, was \$1,431,757, after interest, depreciation and taxes. After deducting preferred dividends, the balance was equivalent to \$7.67 per share on the 177,561 shares combined Class A and Class B common outstanding Dec. 26, 1925.

In 1924, net earnings were reported as \$1,312,609 and a balance of \$7 a share computed on the same amount of common.

Gross business done in 1925 was \$18,151,827 against \$16,459,385 the previous year.

In his report to stockholders last April, Paul Fuller, Jr., president, said in part:

"The current assets are shown at over \$6,500,000 as against current liabilities of less than \$1,000,000. The company has enough cash on hand to pay all the current liabilities and does not owe any money to banks.

"Gross business has grown steadily from \$4,200,000 in 1916 to over \$18,000,000 in 1925.

"Company has paid the regular quarterly two per cent dividend upon its preferred stock, and your board of directors at their last meeting declared a quarterly cash dividend on the present Class 'A' and 'B' common stock of 75 cents a share; also a stock dividend of five per cent in Class 'A' stock, both payable May 1, 1926, to holders of record April 20."

A comparison of the gross for the past three years follows:

1923 .....	\$14,851,372.62
1924 .....	16,459,385.63
1925 .....	18,151,827.12

A comparison of net earnings, after interest, depreciation and taxes, follow:

1923 .....	\$1,161,888.65
1924 .....	1,312,609.54
1925 .....	1,431,757.93

# United Artists Plan Milwaukee House

## Theatre to Seat 4,000; Universal Considering Construction of Playhouse at Marquette and Escanaba, Mich.; Buys Two More

CURRENT news of the week as regards theatre construction and acquisition has it that United Artists plans the erection of a 4,000-seat house at Sixth and Grand Avenue, Milwaukee, as a link in its proposed chain of presentation houses. Other information concerns the plans of Universal to invade the Northern section of Michigan.

This new U. A. house marks the entrance of the fourth factor in the city's first-run field, the other three being Saxe Enterprises, which has the Wisconsin, Strand, Merrill, Alhambra and Rialto downtown; Universal, operating the Alhambra and the Uihlein interests operating the Garden. Both Saxe and Universal also are powers in the suburban field.

Fox, it is reported, also is planning to build a Milwaukee first-run house.

Milwaukee Theatre Circuit, Inc., is the new name under which the Universal chain in Milwaukee will operate. Universal recently purchased the Silliman Theatre Circuit.

The new program of the Milwaukee Theatre Circuit, Inc., includes a number of new houses, negotiations for which are now well under way, according to N. J. Blumberg, general manager. Two new houses in the peninsula are planned, one at Marquette to seat 2,000, and one at Escanaba, with a capacity of 1,800.

Kenosha and Racine are to have new Universal houses, each with a capacity of 2,000 to 2,500. Beaver Dam and Watertown are also to be sites of Universal theatres. The program policy calls for vaudeville acts as well as screen presentations. The entire extension program calls for forty houses in the State.

The new Venetian Theatre in Milwaukee now under construction, is one of the largest on the northwest side, and will be opened about April 1st. Five additional houses will be erected soon on the outskirts.

Universal has completed negotiations for the purchase of the Virginian and Rialto both in Charleston, W. Va., from D. C. Schiarella. Both houses seat around 1,000.

Reports from Seattle said to have emanated from authoritative sources last week have it that Harry C. Arthur, general manager of the new Pacific Northwest Theatres, Inc., has bought a half interest in the three suburban houses operated in this city by John Hamrick. This includes the Egyptian, the Uptown and the Montlake, the latter being in the course of construction, but has no effect upon the three Blue Mouse Theatres operated in Seattle, Tacoma and Portland by Mr. Hamrick. Official announcement of the deal has not yet been made by either of the interested parties. The Egyptian was the house opened by

Warner Brothers last season, and bought by Mr. Hamrick a few months ago.

Glendale, Ariz., is to have one of the most modern motion picture theatres in the state, according to a recent announcement made by David L. Fink, Phoenix realtor and representative of West Coast Theatres of Arizona.

Present plans, it is said, call for an Egyptian type of theatre with an auditorium seating 1,000, including the loge. Construction is expected to be under way before the first of the year.

It is further reported that West Coast Theatres have a considerable leasing and building program under way in Arizona, including Prescott and Flagstaff in the northern part, and Tucson, Yuma and Nogales in the south.

## Princess, Montreal, Reverts to Original Owners

A reorganization of the Princess Theatre, Montreal, has been announced, whereby the control of the theatre has again been acquired by the original owners, including D. W. Ogilvie and W. C. Finley, the company being known as the Canadian Theatres, Limited. New financing has been arranged in the form of a first mortgage bond issue. The appraised value of the Princess Theatre property is \$811,000.



## New Fox Academy of Music, New York City, Opened; Seating Capacity 3,873

ON Monday evening of this week the new Fox Academy of Music, located on Fourteenth Street, New York City, had an auspicious opening with a number of well-known film people present. Erno Rappe was guest conductor of the orchestra; the picture shown was "The Family Upstairs," with an elaborate surrounding program.

The attendance included John C. Eisele, Joseph Plunkett, A. C. Blumenthal, Thomas W. Lamb, Jules E. Mastbaum, John McKeon, Joseph Pincus, E. H. Goldstein, Allan Dwan and Harry Sofferman.

The house, located directly across from the old Academy of Music, is of the French Renaissance type of architecture and cost approximately \$1,200,000. It has a seating capacity of 3,873, of which 1,704 are orchestra seats and 450 are in the smoking mezzanine. The house has a 350-ton refrigerating plant. The entrance lobby is in marble and decorated with tapestries.

Elevation of the stage is possible, in three sections and the orchestra pit and conductor's stand may also be raised and lowered. The stage is 40 feet in depth. Thomas W. Lamb designed the house.

## Industry Celebrates Navy Day

**"Don't Give up the Ship" is Title of One-reel Film Offered Exhibitors Free Through Co-operative Drive**

UNDER the leadership of the Hays organization, the motion picture industry is actively co-operating with the U. S. Navy to advance the cause of "Navy Day," to be celebrated the 27th of this month. Active participation in this significant event in the affairs of the nation will be afforded theatres throughout the country through the agency of a single reel film entitled "Don't Give Up the Ship," available to exhibitors everywhere without charge. Prominent producers and distributors have made this co-operation possible through donations of materials and services necessary to the production and distribution of 200 prints of the reel devoted to the work and accomplishments of the Navy, in war and in peace.

"Don't Give Up the Ship" renders a stirring pictorial account of the most heroic chapters written of the Navy's ships and men during the late war, while its peacetime activities in advancing the interests of the United States in commerce and industry are set forth in a series of pictures of exceptional topical and pictorial value. Indeed, were the Navy called upon to give an account of its stewardship in safeguarding and promoting the interests of the United States on the seas and in foreign lands, no more entertaining and convincing answer than this interesting reel could be made to so large an audience in so brief a space of time. It is, as well, the answer to the question, "Why a Navy and a Merchant Marine?"

As a work of pure entertainment, "Don't Give Up the Ship" rates high in the class of single-reel offerings. Its appeal—in the United States—should be as broad as that land itself. The rapid change of scene which characterizes the news reel, the pictorial quality of the views it affords the spectator and the importance of the subject treated, combine to give "Don't Give Up the Ship" the qualities of entertainment and interest which assures it of a hearty reception from the picturegoers of this country.

Briefly the reel visualizes on the screen the important part played by the Navy and the Merchant Marine in time of peace.

Scenes of wheat harvesting and of the cotton fields, with facts and figures covering the necessity of finding foreign markets for the surplus produce of these agricultural pursuits, forcibly indicate the necessity of maintaining a modern and efficient Navy and Merchant Marine. We are reminded that the shipment of United States goods and materials to foreign markets last year totaled \$9,000,000,000, and that of this amount two-thirds of the shipping was carried on foreign bottoms. The guarding of American interests abroad, particularly in countries where unsettled political conditions threaten them; the relief work—as in the case of the Japanese earthquake and the burning of Smyrna—the promotion of good will and friendships in foreign countries, all these are graphically portrayed in the pictures which compose the reel, "Don't Give Up the Ship," which is dedicated, according to a foreword, "to the continued peace and prosperity of the United States."

The Navy's celebration in ports throughout the United States will be tied up directly with showings of the picture. A poster and newspaper campaign of national scope will also feature the event and carry it to the homes of people throughout the country. In addition to the reel, which is being handled by one exchange in each key city, the organization co-operating with the Navy has arranged for the Film Boards in these cities to work in consonance with the exchanges and the theatres. A one-sheet advertising the reel will be issued free of charge, as will the picture itself, to exhibitors.

## Colorado Exhib's Husband G. O. P. Senate Candidate

Frank Kelly has again been designated by the Republican party of the Salida district of Colorado to run as candidate for the Colorado State Senate. He has served several terms as one of the state's lawmakers, and is recognized as one of the leaders of the senate. His wife manages the Empress Theatre of Salida, Colo.

## North Carolina M.P.T.O. Making Progress

THE Motion Picture Theatre Owners of North Carolina have made rapid progress since their midsummer convention held in Wrightsville Beach last June. At that time the state of North Carolina was divided into nine zones with a manager and his assistant for each zone. The managers were held responsible for the collection of dues for the zones, the dues being levied according to the population of towns instead of the seating capacity as heretofore. A special drive is on to increase the membership of the organization, with the result that more than sixty new members have been added to the organization within the past ninety days. Charles W. Picquet, president, and N. L. Royster, secretary and treasurer, have been working zealously with the individual zone managers to inculcate more interest in the organization than in previous years. The exhibitors of the state are united in the coming fight against the proposed 10% tax law.

The zone managers and officers of the North Carolina M. P. T. O. held a meeting last Thursday, September 30th, in Greensburg. Among the matters brought before the board was the formation of the organization's first constitution and by-law which is being placed in proper form for presentation at the next annual meeting which will be held in Charlotte on December 13th. More than 100 exhibitors have pledged themselves to attend this meeting.

## New Companies Incorporate in New York State

Newly incorporated motion picture companies chartered by the Secretary of State and engaging in the business in New York State during the past week, included the following: Amusement Supply Co., Inc., \$20,000; Harry E. Pear, Joseph J. Pear, Brooklyn; Irving H. Moskowitz, New York City. Little Fortunes, Inc., Mount Vernon, \$10,000; Charles Fox Rich, Mount Vernon; Fred M. Feiker, George W. Hallett, New York City. Al Rogers, Inc., \$2,000; Herman Liebman, Brooklyn; Roselle and Al Rogers, New York City. Schuyler Productions, Inc., \$10,000; Jonas H. Platt, Philadelphia, Pa.; Schuyler E. Grey, F. Walter Streng, New York City.

Turf and Field Film, Inc., \$50,000; Edwin F. and Mae Morgan, Bronx; Anna T. Trainer, New York City; Hobert Productions, Inc., \$5,000; Benjamin Herdes, Gladys Rosenberg, Rose Orkin, New York City. The Keystone Specialty Corporation, \$10,000; Jennie and Joseph M. Girard, West Seneca; Anna M. Fletcher, Buffalo. The Buffalo Crescent Theater Incorporated, \$5,000; Joseph M. Girard, West Seneca; Alfred R. Sherry, John Muldoon, Buffalo. Rotonde Amusement Corporation, Batavia, capitalization not specified; Nikitas D. Dipson, John R. Osborne, Edward A. Washburn, Batavia. Lakeland Place Theatre Corp., \$10,000; Minna Witkoff, Sarah Blank, Brooklyn; William Friedman, Bronx.



## Title of "Men of the Dawn" Changed to "Silent Lover"

The title of "The Silent Lover" has definitely supplanted "Men of the Dawn," the First National adaptation of "Lajos Biro's" "The Legionaire." "The Silent Lover" is a Carey Wilson production starring Milton Sills. George Archainbaud directed and Viola Dana appears opposite Sills. Shooting has been completed and the picture is set for release late in November.

There will be no change of title on the Sam E. Rork production, "The Blonde Saint." The producer brought the first print of the production with him to New York and the title was made definite following conferences with the First National production and sales departments. Lewis Stone, Doris Kenyon and Ann Rork are among the featured players. It will be released early in January.

## "King of the Pack" to Be Released During October

Prints of "King of the Pack," the third Lumas release of the season, were shipped to all distribution points last week, together with advertising accessories ready for release during October. This production stars Peter the Great, the dog star which was unfortunately killed in an accidental shooting some months ago. The release date was held back to avoid conflict with "The Sign of the Claw," a previous release also starring the dog actor. In the cast are Vera Lewis, Charlotte Stevens, Robert Gordon, Mary Cornwallis, W. H. Davis and Frank Norcross. Frank Richardson conducted from an original by James Bell Smith.

Later in the season Sam Sax will release "The Silent Avenger," the last of the Peter the Great vehicles.

## Liberty Magazine Story to Be Produced by M-G-M

"War Birds," a story by Elliott White Springs and Merlin Taylor, based on an anonymous diary of an American aviator in France, and a current serial in Liberty, will be converted into film form by Metro-Goldwyn-Mayer. Announcement of the purchase of the story was received this week. The story will be published as a novel by the George H. Doran Company. It will join the list of war films produced by Metro-Goldwyn-Mayer, the others being "The Big Parade," "Tell It to the Marines," and "Tin Hats."

## Famous Exercises Option On Betty Bronson

B. P. Schulberg, associate Paramount producer at the West Coast studio, made public this week the fact that his organization had exercised the first of four yearly options on the services of Betty Bronson under the terms of the five year contract entered into a year ago. Plans for her next vehicle have not been decided upon.

## Borzage Signs Long Term Contract with Fox

Prior to his departure for Europe, where he will film exteriors for "Seventh Heaven," a Fox production, Frank Borzage, director of this picture, was placed under a new long-term contract. He will be supplied with the finest stories available, says Winfield R. Sheehan.

# Fox Building Plans Enlarged

Total Expense of New Structures and Equipment Now Placed at \$750,000

OWING to the addition of new buildings and equipment at the Fox West Coast Studios the original program of reconstruction, slated to cost \$550,000, has now been increased by \$200,000, making the contemplated expenditure \$750,000.

The new stages, each 300 by 150 feet and a new wardrobe and costume building, 200 by 70 feet, are receiving finishing touches. The stages cost \$50,000 each and the wardrobe \$45,000.

There are yet to be constructed a wall along the Serrano Street frontage of the Hollywood studio, a garage in which thirty trucks can be repaired at one time, new buildings for the plastering, carpentering, tinsmithing and blacksmithing departments, additional dressing rooms for actors, and an armory on the east lot. On the west lot, a \$50,000 structure to house four new projecting rooms, twenty-four cutting rooms and sixteen rooms for story readers is being completed. This structure is of steel and concrete. This will eliminate all film cutting operations in the laboratories. New equipment for the projecting rooms and others in this structure cost \$10,000.

In spite of the enlarging of the Hollywood plant, so much work has been diverted to Fox Hills that \$50,000 will be expended there to expedite film production, and a \$25,000 contract has just been let for landscaping Fox Hills, in accordance with plans drawn by Mr. Jackson and William Darling, studio art director.

Stage seven, on the west lot in Hollywood, is being reconstructed to house the furniture department, to which \$150,000 worth of equipment has just been added. The purchasing departments and store rooms will be housed adjacent to this building.

The two new stages give Fox Films a total of ten stages.

The outstanding features of equipment are a new system of remote control, overhead lights, and a new system of thermostatic heating and ventilation.

The three systems combined were devised by Calvin Hoffner, chief of Fox Films Electrical staff, and are intended to eliminate Kleig eyes, the disease which threatens every worker on a motion picture stage.

# F. B. O. Lists Six for November

Schedule Includes Three Short Subjects; Viola Dana's First for Firm

FILM BOOKING OFFICES announces the release of six feature length vehicles and three short subjects for release during November. "Bred in Old Kentucky" is Viola Dana's first starring vehicle for F.B.O.; Miss Dana will make five more under her current contract.

Heading the list is the Gold Bond special, "Breed of the Sea," a marine melo-

drama made from the story by Peter B. Kyne. This features Ralph Ince, Margaret Livingston and Dorothy Dunbar. Ince not only directed the picture but played two parts in it—the characters of twin brothers, one a mild-mannered clergyman and the other a swaggering pirate.

"Tom and His Pals" brings back Tom Tyler with little Frankie Darro, the kid star, and his pony and funny-looking dog "Beans."

An entirely new angle of the West is shown in "The Dude Cowboy," Bob Custer's latest, it is claimed. Instead of a cattle ranch, a "dude ranch," where tourists are entertained, is the scene of this one.

"The Adorable Deceiver" is the first of the full-length comedies to be made by Alberta Vaughn, the F.B.O. comedienne.

Another new star who has come from the two-reel ranks, George O'Hara, makes his first appearance in a full-length comedy, "Going The Limit."

The three short subjects to be released by F.B.O. in November are "Bruisers and Losers," of the Bill Grimm's Progress series, "A Wild Roamer," one of the trick mechanical comedies acted and made by Charley Bowers, and "The Vulgar Yachtsmen," a Standard Comedy featuring the three fat men.

## "Return of Peter Grimm" Released Oct. 31

"The Return of Peter Grimm," the second Belasco stage play picturized by Fox Films, will be released to exhibitors on October 31. Victor Schertzinger directed and Alee B. Francis appears in the name role.

## Warners to Start Work on "Noah's Ark"

AFTER a month's absence in New York, where he conferred with Warner Bros. department heads over production and distribution plans still to be completed for the present season, Jack L. Warner, director general of production, is back again at the West Coast studio, where his main objective, he announced, would be the production of "Noah's Ark," the most ambitious production on the Warner Bros. program.

Mr. Warner asserted that "Noah's Ark" will be the greatest spectacle ever seen on the screen. The sets will be among the most gigantic ever constructed for a picture. You can appreciate the opportunity for spectacular and for great mob scenes.

The screen story of "Noah's Ark" is now being composed after months of research work. The European director, Michael Curtiz, will direct the spectacle. He is at present working on his first American assignment, "The Third Degree," featuring Dolores Costello.



# Pathe's "Round-Up" Results

Contest in Honor of Sales Manager  
Scott Terminates; Close Scores



Harry Scott, general sales manager of Pathe, in whose honor the Great Scott Billings Round-up was conducted

A BRANCH contest for new business inaugurated by Pathe exchanges in honor of Harry Scott, general sales manager, has just been closed with the winners in each district closely bunched at the top.

Pathe's thirty-four exchanges were divided into five Ranges, with the salesmen the cowboy range riders out to corral contracts. The Branch headquarters were decorated with the colorful trappings and in many instances during the drive the

salesmen wore the equipment of the hard-riding, quick-shooting buckaroos.

Substantial monetary prizes were awarded in each winning range to the manager, booker, cashier and salesman.

In Range No. 1, composed of Chicago, Philadelphia, Cleveland, Cincinnati, Boston, Pittsburgh and New York, Chicago won first place, with Philadelphia second. The branch manager of Chicago was J. S. Gillick, and M. F. Gibbons, Philadelphia manager.

In Range No. 2, composed of Atlanta, Detroit, San Francisco, Los Angeles, Dallas, New Jersey and Washington, Atlanta won first place and Detroit second. W. W. Anderson is the Atlanta branch manager, and O. W. Hanson, the Detroit branch manager.

In Range No. 3, composed of Milwaukee, Double "I," Buffalo, Kansas City, Indianapolis, Minneapolis and St. Louis, Milwaukee was in first position and Double "I" in second. The Milwaukee branch manager is R. V. Nolan, and H. D. Graham is in charge of Double "I."

In Range No. 4, composed of New Orleans, Seattle, New Haven, Charlotte, Oklahoma City, Albany and Des Moines, New Orleans, with branch manager H. L. Knappen, was in first position, and Seattle, with branch manager L. A. Samuelson was second.

In Range No. 5, composed of Butte, Denver, Memphis, Portland, Salt Lake City and Omaha, Butte, with branch manager W. M. Hughart, was first, and Denver, with branch manager S. B. Rahn, second.

## M-G-M Starts Three More Films

Five Others in Final Stage of Preparation; Cameras Grinding on Six

IN order to get its fall program in full swing, Metro-Goldwyn-Mayer this week started three feature pictures in work and five others are now in an advanced stage of preparation; six others are in actual production at the present time.

"Valencia," starring Mae Murray, under direction of Dmitri Buchowetzki, "The Great Galeoto," directed by John M. Stahl, with Ramon Novarro and Aliee Terry, and "The Mysterious Island," Harvey Gates' adaptation of Jules Verne's fantasy are the three productions on which camera work was started this week. "The Mysterious Island" is being filmed entirely in Technicolor. Benjamin Christianson, director, will probably take the company to the South Seas for exteriors. J. E. Williamson is directing the underwater sequences in the Bahamas.

The five pictures being prepared for camera work include "The Taxi Dancer,"

which will be directed by Harry Millarde; "The Day of Souls," with John Gilbert and Renee Adoree in the principal roles, under direction of Tod Browning; "The Wind," Lillian Gish's latest starring vehicle, which Clarence Brown will handle; "Exit Smiling," Sam Taylor's initial directorial effort for M-G-M, and "Friseo Sal," which Christy Cabanne is preparing to make.

Al Lewin is completing the script of "Ordeal," the Dale Collins story which is to be directed soon by Marcel De Sano, with Lon Chaney and Greta Garbo in the featured roles. Robert Z. Leonard, who just completed the direction of "A Little Journey," from the pen of Rachel Crothers, will next direct "The Gray Hat," a French farce. John S. Robertson is completing the Lillian Gish starring vehicle, "Annie Laurie," and W. S. Van Dyke has just completed the filming of Tim McCoy's first western, "War Paint."

## Owen Davis to Write for Famous Players

OWEN DAVIS, one of the foremost of American dramatists, this week signed a contract with Jesse L. Lasky to write original stories for Paramount pictures. He will not alone write, but will follow his stories through the course of production. Though most of his time will be devoted to his new connection, Mr. Davis expects to write at least one stage play every year. Several of his plays have already been picturized.

## Definite Title of Douglas MacLean's Next Announced

The title of Douglas MacLean's next feature comedy for Paramount will be "Let It Rain." The story will be an original developed by the comedian's staff of writers and the production will get under way in a month's time. MacLean has refused to comment on his choice of director and cast or the details of the story. As confusion resulted when the title of MacLean's previous picture, "Hold That Lion," was changed twice, all obstacles to the use of "Let It Rain" have been removed and it is promised that there will be no further changes in the title.

## William Boyd to Play "Jim the Conqueror"

George B. Seitz, director of "The Last Frontier," has chosen William Boyd to play the leading male role in "Jim the Conqueror," his next production for Metropolitan. Elinor Faire has been named for the feminine lead. Will M. Ritehey will supervise production. The story is adapted from the novel by Peter B. Kyne. Seitz announces that he will probably take his company to Tuba City, Ariz. for location. This is within a short distance from The Gap where exteriors of "The Last Frontier" were taken.

## Deeping Story Forthcoming Paramount Special

Warwick Deeping's tale, "Sorrell and Son," has been decided upon by Famous Players-Lasky executives as worthy of being converted into one of the Paramount specials of the year. Herbert Brenon will begin work on it immediately upon completing his present assignment, "God Gave Me Twenty Cents." Elizabeth Meehan is at present engaged on the screen treatment of the book. The Deeping story deals with the theme of self-sacrificing fatherhood.

## Madeline Hurlock Signed for Hal Roach Comedy

Madeline Hurlock, comedienne, who has been seen in Mack Sennett comedies for some time past, has been signed by Hal Roach for a leading role in one of his star comedies. Special gowns are being designed for Miss Hurlock by Will Lambert, who creates the interesting costumes worn by the leading ladies in the Roach-Pathe comedies. Stan Laurel and Oliver Hardy are two players included in the supporting cast. Fred Guiol will direct.



## Release Dates Set for Castle Films

**C**ASTLE FILMS announced this week that in addition to its short subjects, "So This Is Europe," which has already been exhibited, it will release this month "So This Is America," a companion piece of the European single reel.

In addition, "Short Shots," No. 2, is now available and on October 29 the third number of this series will be placed on the market. "The Lost Arrow," a split reel music legend, has also been released.

## "After All," Norma Shearer's Next M-G-M Film

Norma Shearer, who has appeared as a stenographer, vaudeville performer and woman attorney, attempts a different characterization—that of a mischievous Parisian miss, in "After All," her new starring picture written especially for her by F. Hugh Herbert and Florence Ryerson of the Metro-Goldwyn-Mayer story department. The actress recently completed her role in "Upstage," a story of a traveling vaudeville troupe, to be released soon. "Upstage" was directed by Monta Bell, with a cast including Oscar Shaw, Tenen Holtz, Gwen Lee, Ward Crane and Dorothy Phillips. The story was written by Walter DeLeon, the scenario by Lorna Moon.

## James Pierce Plays Lead in F.B.O. Special

James Pierce, selected by F.B.O. to play the lead in "Tarzan and the Golden Lion," one of the most elaborate productions on its schedule, has never played an important role before, but the company believes it has uncovered a screen "find."

As a football player Jim Pierce has been famous. Walter Camp named him as All-American centre one year, and twice he was named for the snap-back position on All-Western teams. He is a native of Freedom, Ind., and played on the Indiana University team. But as an actor few have ever heard of him.

## Pathe Acquires Unique Film, "World Struggle for Oil"

A unique film, quite out of the ordinary run of pictures, has been acquired by Pathe Exchange, Inc., from Captain Hank Butler, and is announced for release on October 31st. The picture, which is five reels in length, bears the title of "The World Struggle for Oil." It is the result of exhaustive research and brings home the dependence of modern life on what has been termed the "modern magic of civilization."

## Stuart Holmes Has Role in "The Day of Souls"

A prominent role in "The Day of Souls," John Gilbert's next starring vehicle for Metro-Goldwyn-Mayer, has been given Stuart Holmes. Production started early this week under Tod Browning's direction. Renee Adoree supports Gilbert in the leading role. "The Day of Souls" has been definitely decided upon as the title of the picture, which was temporarily called "Cock o' the Walk."

# First Nat'l Has Ten in Work

## Reaches Half-Way Mark in Production; Five Others in Preparation

**J**OHAN McCORMICK, manager of West Coast productions for First National, this week announced that his company had reached the half-way mark in production on this season's program with nine productions ready for shipment, ten others in actual work and five more in preparation for filming.

The Colleen Moore unit has departed for the Coast after filming exteriors for the star's latest production, "Orchids and Ermine." "Twinkletoes," a recently completed Colleen Moore stellar production, will be released during Thanksgiving week. Both Norma and Constance Talmadge are preparing to begin work on new pictures, although as yet no title has been announced for either vehicle.

Corinne Griffith has started screening of her new release, "Purple And Fine Linen," Paul Bern's adaptation of the story by May Edginton. James Flood is directing. "Synecopating Sue" and "The Lady In Ermine" have just been completed by Miss Griffith and are set for release in November and January respectively.

Milton Sills' present vehicle is "The Runaway Enchantress," adapted from the story by Mary Heaton Vorse, in which Mary Astor will appear opposite the star. This is a Carey Wilson production, as was "The Silent Lover," just completed, in which Sills also stars. Viola Dana appears opposite the star in this production. It is listed for release in December.

"The Black White Sheep," Richard Barthelmess' current release through First National, is ready to leave the cutting room and is scheduled to reach the first-run houses about the middle of December. After a vacation, Barthelmess will start shooting on a new picture for First National.

"Long Pants," Harry Langdon's third feature-length comedy for First National, is nearing completion. The cast includes Gladys Brockwell, Al Roscoe and Frankie Darro.

The C. C. Burr outfit, producers of the Johnny Hines comedies for First National, is shooting on the comedian's next, tentatively titled "Mortimer's Millions." Hines has just completed "Stepping Along," which will be released next month.

Ken Maynard's next Western for First National is well on the way to completion, although as yet it has only a working title. "The Unknown Cavalier," his current picture, is due to reach the general market the end of next month.

"Here Y'Are Brother" is the unusual title of the story by Dixie Willson, which June Mathis now has in production at Burbank under the direction of Balboni. The cast to date includes Lewis Stone, Billie Dove and Lloyd Hughes.

"McFadden's Flats" is now shooting by Asher, Small & Rogers for First National with Richard Wallace directing. The cast includes Charlie Murray, Chester Conklin, Larry Kent, Aggie Herring, Edna Marion and Otis Harlan.

B. P. Fineman's production, "Ladies At Play," was previewed in the East recently. The story is by Sam Janney. It is an Alfred E. Green production with Doris Kenyon, Lloyd Hughes and Louise Fazenda. "Midnight Lovers," another John McCormick production, has just been completed. Lewis Stone and Anna Q. Nilsson head the cast.

A. L. Rockett has completed "Just Another Blonde" (tentative), and after a short vacation will begin on a new picture starring Richard Barthelmess. In the East Ray Rockett is completing "Not Herbert," under the direction of Howard Higgin. Ben Lyon and Pauline Starke are featured. Other productions to be handled by the Ray Rockett unit are "September Love," adaptation of the novel by Frances Hodson Burnett entitled "The Head of the House of Coombe," and "The Crystal Cup," Gertrude Atherton's celebrated novel.

# Lasky Sees Production Change

## "Day of Spectacular Pictures Here"; Tells of Coming Paramount Films

**B**ASING his contention on the fact that prior to 1926, Paramount had produced but two pictures which showed at \$2 top prices, and to the present season's line-up of product which includes three pictures now complete with three others in an advanced stage of filming, all of which are expected to attain to legitimate prices at the box office, Jesse L. Lasky this week stated that a revolutionary change in picture production has occurred in the past year and a half.

Mr. Lasky's statement pointed to "Beau Geste," now playing at the Criterion Theatre, New York City, "Sorrows of Satan," the latest D. W. Griffith production which opened at the George M. Cohan Theatre in New York this week, and "Old Ironsides," scheduled to be shown this fall, as three

films which Paramount expects to road show this year.

The three now being filmed include "The Wedding March," which Erich Von Stroheim is producing; "Wings," the celluloid record of American airmen during the World War, and "The Rough Rider," a story of the regiment led by Colonel Theodore Roosevelt in the war with Spain.

A number of other road show productions are in the formative process, Mr. Lasky continued, among them D. W. Griffith's next film, "The White Slave"; the P. T. Barnum film which Monta Bell will direct; the filming of H. G. Wells' "The War of the Worlds"; Theodore Dreiser's "An American Tragedy" and "Metropolis," a German picture which has been close to two years in the making.



## Additions to Casts of Warner Pictures Now in Work

Many changes and additions were made in casts of Warner Bros. productions during the past week. To "The Third Degree" cast under the direction of Michael Curtiz were added Mary Louise Miller, two and one-half years of age, Michael Vavitch and David Torrence. The cast of "Fingerprints," the Arthur Somers Roche story co-featuring Louise Fazenda and John T. Murray, was augmented by the addition of Martha Mattox, Franklin Pangborn, William Demarest and Robert Perry to the list of players. Holmes Herbert, originally announced, will not be included. Three new additions have been made to the supporting cast of Syd Chaplin's "The Missing Link." They are Crauford Kent and Sam Baker.

The Warner Bros. have also recently signed Harry Dittmar, scenario writer, previously with Universal. He will be given an early assignment.

## First National Foreign Force Gets Trip Chance

Through competitive sales contests among the foreign sales branches of First National a branch manager or managers showing billings above a stipulated quota set for December 31, 1926, will have the opportunity of visiting the Spring convention of the company which will be held at the new studios at Burbank, Cal.

The trip also includes a week's stay in New York. Reports from abroad say that the majority of branches involved are already near this quota, says First National.

## "Love's Greatest Mistake" Edward Sutherland's Next

"Love's Greatest Mistake," a story by Frederick Arnold Kummer, playwright and author, will serve as Edward Sutherland's next production for Paramount. The story will start soon in serial form in Liberty Magazine. Beeky Gardner is writing the screen adaptation.

## Goulding to Direct His Own Story, 'Diamond Handcuffs'

Edmund Goulding, author of many of Mae Murray's screen successes, has written another story for that star and will direct her as soon as Miss Murray completes her work in "Valencia." The new story is titled "Diamond Handcuffs."

## Pathe to Release "Atta Boy" on October 24th

**A**TTA BOY," the first of a series of feature length comedies starring Monty Banks, will be issued to exhibitors on October 24th by Pathe Exchange, Inc. Among the players supporting the comedian are Virginia Bradford, Mary Carr, Virginia Pearson, George Periolat, Earl Metcalfe and Kewpie Morgan. Edward H. Griffith directed. The story and continuity were written by Charles Horan and Alf Goulding.

## "Prince of Tempters" Premiere in N. Y. C.

**"THE PRINCE OF TEMPTERS,"** produced by Robert T. Kane and released through First National, had its world premiere at the Strand Theatre, New York City, on October 17. It is the initial American directorial effort of Lothar Mendes, former Ufa director. Ben Lyon and Lya De Putti are co-featured.

## Zasu Pitts Female Lead in "Casey at the Bat"

Zasu Pitts has been chosen by B. P. Schulberg to play the feminine lead in "Casey at the Bat," the next Paramount comedy feature, featuring Wallace Beery and Raymond Hatton. Production is scheduled to start within three weeks under supervision of Hector Turnbull.

## Frank Shepard Will Manage Gotham Washington Branch

The personnel of the Gotham organization was augmented last week by the addition of Frank J. Shepard, who was engaged by Sam Sax to manage the Washington office of Gotham Exchanges, Inc. Mr. Shepard is familiar with the Washington territory, as he was at one time manager of the Pioneer exchange in that city. He is acquainted with exhibitors throughout the country, having been associated in the past with Robertson-Cole, Warner Bros., and more recently with Associated Exhibitors as special representative for that concern and manager of the Salt Lake, Milwaukee and New Haven branches.

## Ralph Ince Signed to Long Term Contract by F. B. O.

Because of his work in directing and acting in two of the Gold Bond productions of F. B. O., Ralph Ince has been signed to a long term contract by that company. The two pictures that won for the director his new engagement are "Bigger Than Barnum's" and "Breed of the Sea." In announcing the acquisition of Ince, Edwin C. King, vice-president in charge of production, said that his next picture would be "Hello Bill," the tentative title of the Gold Bond dealing with the beneficial activities of the Elks.

## R. Colman—Vilma Banky in "The Night of Love"

Samuel Goldwyn gave out at the Pacific Coast last week that his newest production for United Artists would be "The Night of Love," co-featuring Ronald Colman and Vilma Banky with George Fitzmaurice directing. The two players have just completed roles in "The Winning of Barbara Worth," Henry King's production for Mr. Goldwyn. The picture is now in the easting stage. Production will begin in a few days. Miss Coffee was loaned to Mr. Goldwyn by Cecil B. De Mille for the adaptation of the story.

## Warners "Mama Kiss Papa" Now "Millionaires"

"Mama Kiss Papa," the E. Phillips Oppenheim story recently filmed on the West Coast by Warner Bros., has had a change of title. "Millionaires" is the new name given the Oppenheim story, which was one of the most widely read of that author. The picture was suggested from the book and adapted to the screen by Raymond L. Schrock. Graham Baker and Edward Clark prepared the scenario. Herman Raymaker directed. Heading the cast of "Millionaires" are Louise Fazenda and George Sidney. The other important roles are portrayed by Vera Gordon, Helene Costello, Nat Carr, Jane Winton, Otto Hoffman and William Strauss. The production was completed on September 20th and is scheduled for early release.

## Stein's Next for Warner's Will Be "Matinee Ladies"

Paul L. Stein's next picture for Warner Bros. will be "Matinee Ladies," an original story by Albert S. Howson and Sidney R. Buchman. Though it has not been decided upon who will have the leading roles, the announcement from the Warner West Coast studio intimates that it will be an all-star cast. Harry Dittmar, a recent addition to the company's scenario staff, is now working on the scenario, and the production will be put into work in the near future. Mr. Stein completed his first picture for Warners last month. It is titled "My Official Wife," and will be released on October 16th. Irene Rich and Conway Tearle have the leading roles.

## Famous Signs Rupert Hughes to Title "Old Ironsides"

Rupert Hughes, prominent American author, has been engaged by Famous Players-Lasky to write the titles for the James Cruze production, "Old Ironsides." Paramount officials believe that Hughes will produce titles quite in keeping with the photographed action of the film which Paramount officials believe to be a super production. "Old Ironsides" was directed by James Cruze. The featured cast includes Wallace Beery, George Baneroff, Esther Ralston and Charles Farrell.

## Columbia Selecting Cast for "Wandering Girls"

Included in the list of players who will appear in the coming Columbia production, "Wandering Girls," are Mildred Harris, Dorothy Revier and Armand Kaliz. Harry Cohn, vice-president and general manager of productions for Columbia, is now choosing additional names for the cast.

## John Brownell Goes to F.B.O. West Coast Studios

John Brownell, scenario editor for Film Booking Offices, departed this week for the company's West Coast Studios, where he will take part in the conferences being held concerning the company's new product.





"Advancing" the coming attractions with interior lobby displays. The above photo shows how the Circle, Indianapolis, calls attention of patrons leaving the house to forthcoming First National features



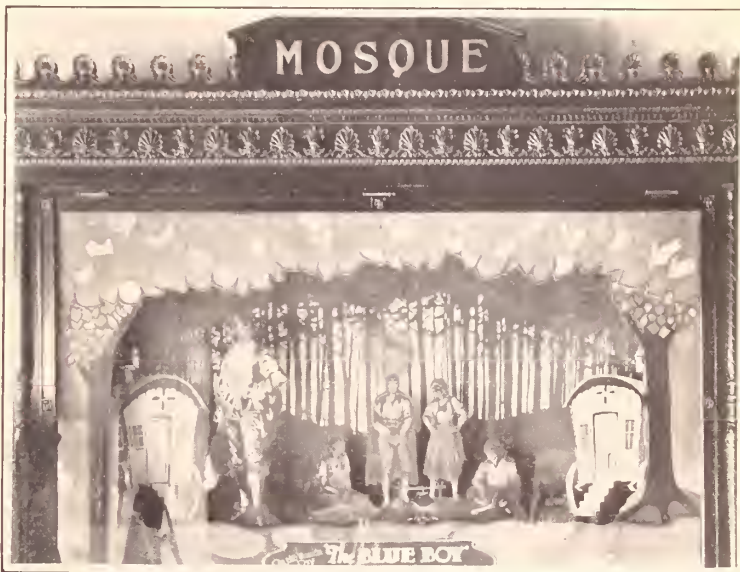
Poster cut-out attractively displayed in tie-up window featuring feminine finery and the showing of Metro-Goldwyn's "Mare Nostrum" at the Tivoli, Chattanooga



"Red" Grange window displays were a feature of the exploitation in Los Angeles for the showing at the Million Dollar Theatre there of F.B.O.'s "One Minute to Play," as shown by the photos at the left and center. Right is a ballyhoo used during the run of the picture. The window tie-ups are based on arrangements between F.B.O. and national distributors of footballs and sweaters for co-operative campaigns throughout the country



A sparkling and colorful frontal display exploited the showing at the Clemmer Theatre in Spokane, Wash., of "The Midnight Sun" (Universal). Poster cut-outs were the main features of this display by Manager W. L. Doudlah of the Clemmer



An unusually attractive shadow-box display exhibited in a wall case in the main lobby of the Mosque Theatre, Newark, N.J., was one of the items used in a campaign which featured the showing there of "The Blue Boy," Educational-Technicolor production



*IT'S THE BIGGEST ATTRACTION OF THE DAY;  
ED. FREIDMAN, OF THE GARDEN THEATRE, INDIAN HARBOR,  
IND. WIRES IT INCREASED HIS BUSINESS 40 %*

# Pathéserial



# Tunney

## G MARINE

# Pathéserial



# Airplane Wedding For "Young April"



Miss Frances Wilson and Wade Plummer, Canton, Ohio, couple married in airplane flying over Cleveland, furnished excellent newspaper copy and exploitation material for the showing of "Young April" (P.D.C.) at B. E. Keith's Palace Theatre. Bride and groom are shown above with Justice Donald Smyth, who performed the ceremony, just before start of the "flyer" which Miss Wilson and Mr. Plummer took

## Stunt Is Staged for Showing of Picture at Cleveland House

WITH the roar of an airplane motor substituting for the usual wedding march, Wade Plummer and Miss Frances Wilson were married in an airplane, three thousand feet above the public square of Canton, Ohio, as an exploitation stunt in connection with the showing in that city of "Young April."

The idea was Miss Wilson's. On a visit to Cleveland she saw "Young April" at Keith's Palace Theatre there. This picture features an escape of a bride and groom in an airplane, and Miss Wilson decided that she wanted to be the first airplane bride from her State.

W. H. Simmons of the Cleveland branch of Producers Distributing Corp. agreed to make the necessary arrangements.

The plane hopped off from Sherick Field in Canton, and after a brief flight to give the crowds who went to the field a chance to get back to town, Pilot Lloyd circled over the Square while the ceremony was performed.

Both Cleveland and Canton merchants sent many presents to the bride and groom, including a large number of articles which will be of service when the young couple begin their housekeeping.

## Rex, Trained Horse, Now One of Screen's Widely Exploited "Players"

"THE DEVIL HORSE" has proved its possibilities for furnishing a diversification of program and exploitation in many theatres.

Reports reaching Pathe show that Rex is one of the widely advertised and exploited screen "players" of the day.

Through his special appeal to children, numerous teachers and superintendents have been enlisted by theatre managers to encourage drawing and essay contests. Parades, essay contests in which ponies were awarded as prizes, ballyhoos featuring horses, special stage settings and striking theatre-front displays, are a few of the exploitation ideas used by showmen to feature Rex.

When Rex in "Black Cyclone," played the Sun Theatre, Omaha, the services of a riding academy were enlisted. A parade of riders, headed by the Mayor of Omaha, and with numerous special stunts, attracted wide attention.

### Exploitation Methods

The management of the National Theatre, Madera, Calif., with the aid of his house drops, together with poster entents made a striking stage picture, which was used as a presentation set.

D. C. Shiralla, manager of the Virginian Theatre, Charleston, W. Va., used a balky donkey as a ballyhoo, the animal bearing the sign, "This is the 'pest' in 'Black Cyclone.'"

A mother popularity contest was staged by the Victory Theatre, Denver, in co-operation with the "Denver Post" and two shetland ponies were awarded to the two most popular mothers in that city. The

ponies were used for ballyhoo purposes previous to the award. When "The Devil Horse" was screened at the Warner Theatre, New York, a tie-up was made with the New York "Evening Graphic" whereby prizes were awarded for the best essays.

## Boston Theatre Provides Free Parking

Arrangements have been made by the Bowdoin Square Theatre, Boston, Mass., with a large public garage in the rear of the theatre whereby free parking in the garage is provided patrons. Parking checks are issued at the box office to those applying when purchasing tickets.



Two features of the exploitation for "Mare Nostrum" (Metro-Goldwyn) at the American Theatre, Colorado Springs, are shown above.



# CLASSIFIED AD SECTION

**RATES:** 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

## Wanted

**ORGANIST**—Available due to labor troubles. Not a "jazz-organist," or a "made over piano player." Popular songs, slide singing, catering to all tastes, suitable to satisfying organ playing. Eleven years in two positions proves giving satisfaction. Any instrument. Can meet the rapidly growing demand for something more satisfying than "mechanical playing." Reputation, artistry and organ culture befitting the "king of instruments." Neither a "high-brow classicist" nor a one-sided "jazzist." If totally catering to the cheaper element do not reply, otherwise address Box 990, care Motion Picture News, New York City.

**ORGANIST** wanted for winter season and another for permanent position in Florida resort city, must be experienced on Wurlitzer and do solos and novelty work, also be an expert on playing pictures. Do not answer unless you can qualify, state experience, references and salary. Box 10, Motion Picture News, New York City.

**ORGANIST** — At liberty, due to labor troubles. Choicest references. Any make instrument but must be good. Trial engagement if desired. Slide singing. Investigation invited. Address Box 810, Motion Picture News, New York City.

**ORGANIST**, young man, conservatory graduate, years of experience, union, large library, song slides, novelty solos and trick effects. Leaving change of house policy. Best reference from present employer. Anywhere but extreme South. Good organ essential. Organist, 309 S. Dithridge St., Pittsburgh, Pa.

**FEATURE ORGANIST** at liberty wishes steady position; 10 years' playing and 4 years' factory experience. Complete library; play any make organ. No Photoplays considered. Fair salary.

If you need an "organist" who understands your musical needs, wire, write Frank C. Howard, Rialto Theatre, Pueblo, Colorado.

## Equipment For Sale

**FOR SALE:** Bell & Howell Eyemo Camera, 3.5 lens color filter, case, six 100-foot reels, daylight negative, cost over \$400.00. Price \$275.00. Came, Box 15, Motion Picture News, New York City.

**FOR SALE:** 300 opera chairs, two Powers machines, screen, wall fans, ticket machines, ticket chopper, etc. Will sell cheap. Address Box 830, Motion Picture News, New York City.

**EVERYTHING** for "The Movies." Guaranteed rebuilt Simplex, Powers and Motiograph Projectors, opera chairs, generators, screens, etc. Supplies and complete equipments. Lowest prices. Cash or easy terms. Special bulletin free. Monarch Theatre Supply Co., Memphis, Tenn.

**WE** deal exclusively in used opera chairs, rebuilt machines, motor generators and theatre equipment. Get our prices first. Big savings guaranteed. Illinois Theatre Equipment Company, 12-14 E. Ninth Street, Chicago.

**FOR SALE** — Approximately two hundred opera chairs. Good condition. Glen W. Dickinson Enterprises, Lawrence, Kans.

## Equipment Wanted

**WE** offer highest cash prices for second-hand machines, opera chairs, compensators, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.

NEXT WEEK RUDOLPH VALENTINO IN "THE SON OF A SHEIK"

SHOWS AT 1-3-5-7-9

# MAJESTIC

ONE WEEK STARTING TODAY

## 3 BAD MEN

Into a land of terror—a land of gold-maddened men and frenzied women rode a ship of a girl—and 3 BAD MEN. They were border terrorists—killers, who sealed disputes with the shaving iron, but they formed a proceeding trio for this transplanted desert story and they rode into eternity with a smile that she might realize the secret of her dreams. It's the mightiest of all great dramas of the Early West.

Starring in "3 Bad Men" GEORGE O'BRIEN - OLIVE BORDEN  
J. HARRIS - M. DONOVAN - TOM SAUTSCH - FRANK CAMERON  
IN THEATRE AND FRANK CAMERON - FRANK CAMERON  
JOHN FORD Production

Presented by WILLIAM FOX

here at last - THE Picture of the Pictures

You've never seen such a cast anywhere—in any photoplay

# 3 BAD MEN

GEORGE O'BRIEN - OLIVE BORDEN

**Billy Sharpe Co.**

WITH MARIONNE MARK J. COOK

# HERBERT CLIFTON

THE TWO HARLEQUINS

LANG & HALEY

New Playing

WILLIAM FOX presents

# 3 BAD MEN

Cast of 25,000

Greatest in Minutes

They Were Bad Men But They Protected a Beautiful Girl...

**SUN**

NOW

Ends Thursday

# 3 BAD MEN

DIRECTED BY JOHN FORD OF "THE IRON HORSE"

Olive Borden, Geo. O'Brien, Tom Sautsch, J. Harris, MacDonald, Frank Cameron

O. KENNY COMEDY

PATHE REVIEW-FOX NEWS

LOUIS SCHWABER AND CONCERT ORCHESTRA

THE CAPITOL DOME LIGHTS THE WAY TO CHICAGO'S ENTERTAINMENT

AL SHOOT

# 3 BAD MEN

REGINALD DENNY "ROLLING HOME"

And Al Shoot and His Boys in "Morse, Music, Music"

WEEK Beginning TODAY

A GRIPPING DRAMA of the EARLY WEST—WHEN MIGHT WAS RIGHT, and WEAKNESSES DROPPED by the WAYSIDE—

# 3 BAD MEN

And a Slip of a Girl.

GEORGE O'BRIEN - OLIVE BORDEN  
TOM SAUTSCH - FRANK CAMERON  
J. HARRIS - M. DONOVAN

Newspaper campaigns for the showing of "3 Bad Men" at first run houses has been done on an extensive scale, with a wide variety of layouts playing up the feature as a play of romance and action. Teaser campaigns, also, have been popular with exhibitors exploiting this offering. The group above shows ads used by the following houses: Majestic, Dallas; Sun, Omaha; Astor, St. Paul; Capitol, Chicago; Majestic, Grand Rapids; and Capitol, Cincinnati.



### *Weekly Edition of Exhibitors' Box Office Reports*

KEY—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."

The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of a "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see **MOTION PICTURE NEWS**—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
<b>COLUMBIA PICTURES</b>						
Belle of Broadway, The.....	—	2	3	—	58	5,877 Ft.
<b>FAMOUS PLAYERS</b>						
Aloma of the South Seas....	—	2	11	2	70	8,514 Ft.
Cat's Pajamas .....	—	—	5	1	75	5,863 Ft.
Fascinating Youth .....	—	—	11	—	70	6,882 Ft.
Fine Manners .....	—	4	8	—	60	6,435 Ft.
Lady of the Harem .....	—	1	5	1	65	5,717 Ft.
Mantrap .....	—	1	5	—	60	6,077 Ft.
Nell Gwyn .....	1	—	7	—	64	6,741 Ft.
Show Off, The .....	1	—	12	1	69	6,195 Ft.
Tin Gods .....	—	1	3	1	70	8,568 Ft.
Variety .....	—	2	5	4	75	7,804 Ft.
You Never Know Women.....	—	2	5	—	61	6,064 Ft.
<b>FILM BOOKING OFFICES</b>						
Bigger Than Barnum's .....	—	3	4	—	57	5,391 Ft.
Devil's Gulch, The .....	—	1	4	—	64	4,828 Ft.
Laddie .....	—	2	3	—	58	6,931 Ft.
One Minute to Play.....	—	—	3	2	82	7,713 Ft.
<b>FIRST NATIONAL</b>						
Amateur Gentleman, The ....	—	2	3	1	65	7,791 Ft.
Duchess of Buffalo, The.....	—	1	5	—	65	6,940 Ft.
Into Her Kingdom .....	1	—	7	—	64	5,855 Ft.
<b>IT MUST BE LOVE</b>						
Men of Steel .....	—	1	3	1	70	6,848 Ft.
Pals First .....	—	—	4	2	80	9,153 Ft.
Senor Daredevil .....	—	3	7	—	61	6,834 Ft.
<b>FOX</b>						
Fig Leaves .....	—	—	7	3	79	6,402 Ft.
No Man's Gold .....	—	—	9	1	73	5,745 Ft.
<b>METRO-GOLDWYN-MAYER</b>						
Battling Butler .....	—	1	8	2	73	6,970 Ft.
Boy Friend, The .....	1	1	4	—	57	5,584 Ft.
La Boheme .....	—	—	5	1	75	8,781 Ft.
Waltz Dream, The .....	—	—	9	1	73	7,322 Ft.
<b>PATHE</b>						
Devil Horse, The .....	1	—	4	—	60	5,853 Ft.
<b>UNITED ARTISTS</b>						
Black Pirate, The .....	—	—	5	3	73	8,200 Ft.
Son of the Sheikh, The .....	—	—	8	9	85	6,685 Ft.
Sparrows .....	—	2	3	—	58	7,763 Ft.
<b>UNIVERSAL</b>						
Flaming Frontier, The .....	—	1	7	3	71	8,829 Ft.
Poker Faces .....	1	—	4	1	67	7,803 Ft.
Wild Horse Stampede, The..	—	—	4	1	76	4,776 Ft.

**FILL IN THIS BLANK AND MAIL TO—**

Date,.....

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

[illegible]

Theatre.....

City..... State.....



## Short Subjects and Serials

### Roach Planning Short Subject House

THE short subject theatre will soon have another acid test. Hal Roach, it is said, is now seeking a site in Los Angeles, on Seventh Street and Broadway or the immediate vicinity, where he will construct and sponsor a house for short subjects. The house will offer variety programs with the producer's own comedies providing the foundation upon which the bill will be built. The programs will consist of a couple of two reel comedies, one newsreel and one educational subject. Music will be furnished by a high-class orchestra. The program will run for ninety minutes. Admission will be 25 cents.

### Al Joy, English Comedian, Starts Fourth Comedy

\* Al Joy, the English comedian now being starred in a series of twelve two-reel comedies for Ricardo Films, Inc., has begun work on "Nothing to Live For," the fourth picture of the series, the others being "Spooky Money," "Over There" and "The Orphan." The pictures are being filmed at the Pyramid studio, Astoria, Long Island, with Joseph A. Richmond directing. Supporting the comedian are Rose Massm as leading lady and Eugene Redding, stage and screen heavy. Anthony Trigile is cameraman while S. B. Moss acts as assistant director.

### Seven Players Cast for Universal's "Collegians"

Seven new players were added to the cast of "The Collegians," a series of two-reel Universal Junior Jewel comedies based on stories written by Carl Laemmle, Jr., and adapted to the screen by Randall Faye and George Plympton. The second of the series, "Fighting Spirit," is now in production under direction of Wesley Ruggles, who will direct the group.

The new additions are Betty Jane Young, Jean Stuart, Eleanor Fredericks, Maurine Loomis, Miss Colette, Shirley Dormond and Howard Stevenson.

### Nine More "Varieties" on Fox Schedule

Fox announces the completion of nine more of twenty-six Fox Varieties scheduled for release this season. A total of 15 are now complete.

The new releases follow: "The Great Lakes," Oct. 17; "Maryland, My Maryland," 31st; "A Spanish Holiday," Nov. 14; "Travels in Toyland," 28th; "Overnight from Paris," Dec. 12; "Cliff Dwellers of America," 26th; "My Lady's Stockings," Jan. 9; "Constantinople," 23rd; "A Frontier Post," Feb. 6.



Dramatic highlights from "Mona Lisa," the third of the Romance Productions released by Educational

## Pathe Lists Oct. 24 Releases

Schedule Includes Alice Day Comedy and Chapter of "The Fighting Marine"

THE highlights of the Pathe schedule of release for the week of October 24th are an Alice Day comedy; and a chapter of the Gene Tunney serial, "The Fighting Marine." The list also includes "Mount Sinai," one of the "Pilgrimage to Palestine" single-reel series; Pathe Review No. 43; "Gun Shy," one of Aesop's Film Fables; Topics of the Day No. 43 and issues Nos. 88 and 89 of Pathe News.

"Should Husbands Marry?" is the title of the current Mack Sennett comedy starring Alice Day with Eddie Quillan in support. Eddie Cline directed.

"Waylaid" is the title of Chapter 7 of "The Fighting Marine," the new Pathe-serial starring Gene Tunney, new heavy-weight champion of the world. This serial was directed by Spencer Bennet from the scenario of Frank Leon Smith.

"Mount Sinai" is the current release of the "Pilgrimage to Palestine" Series. This film, embodying the historical phenomena of the deliverance of the commandments on the mount with the unchanged charm as today weaves a fabric of intrinsic worth and optic pleasure. "Gun Shy" is the title of the latest Aesop's Film Fables animated cartoon.

Pathe Review No. 43 contains: "Horsing the Army," The Breeding and Training of U. S. Cavalry Mounts; "Alaska a la Mode," Proving that the Frozen North

isn't always frigid; "Priests of the Orient," Exotic costumes of the Asiatic clergy, and "Steps from the Steppes," A novelty produced with the process-camera by Alvin V. Knechtel of the Pathe Review camera staff.

Topics of the Day No. 13 offers the latest wit and humor from the press of the world; Pathe News issues Nos. 88 and 89 cover last minute world news events.

### H. L. Knappen Distribution Manager for Castle Films

Relinquishing his managership of the Pathe New Orleans branch, H. L. Knappen has been made distribution manager for Castle Films, and has been placed in charge of the exchanges in New York, Detroit and Pittsburgh, as well as distributors handling the Castle productions throughout the country. Mr. Knappen first associated himself with the motion picture industry in 1914 and has been in the selling end of the industry in the Eastern, Southern and Western districts of the United States. Prior to his Pathe managership in New Orleans Mr. Knappen represented the same company in San Francisco, Denver and Atlanta. He also served with Pathe as national sales manager of the "Chronicles of America" series. Louis Deutseh and David Werth will assist him as distribution manager.



# Stern Bros. Budget \$1,500,000

**Practically Doubles Outlay for 1925;  
Expend it on Better Stories, Costumes**

**S**TERN BROS. have decided on a production budget of \$1,500,000 for the coming year. This amount will be expended on better stories, better directors, costumes, props, etc. This is practically double that spent last year at the studio. Julius and Abe Stern have just returned from Europe where they spent considerable time in the purchase of materials for the new comedy series.

The new Stern Bros. Studios will be equipped with the finest materials available, regardless of expense; no effort will be spared in making it one of the model com-

edy producing plants of the West Coast, says the company.

"Following the completion of the current series of 'The Newlyweds and Their Baby,' the new Buster Brown comedies, 'The Excuse Maker' series, the 'Let George Do It' series and the 'What Happened to Jane' series, we will begin follow-up series of most, if not all, of these series," said Mr. Stern. "We also will put several new series into production. These will be even bigger than our present series, to be made from material purchased from big authors, details of which will be forthcoming soon."

## Resume of Current News Weeklies

**KINOGRAMS NO. 5229:** New York—Cardinals win sixth game and tie Yanks for Series; Beardstown, Ill.—Levee breaks and floods town, leaving thousands homeless; Belgrade, Yugoslavia—Great crowds fill streets at annual elections; Hollywood, Cal.—Dances of old Rome are shown in exhibition for Art Theatre; New York—Lady Astor sailing for home praises Queen Marie; Brockton, Mass.—Kinograms cameraman takes pictures from new type navy kite; London—Sir Henry Dickens, sixth son of immortal novelist, celebrates golden wedding; Philadelphia—Persia's building is opened at Sesqui, modeled after royal mosque; San Pedro, Cal.—Destroyers spread smoke screen to hide battleships at magnificent Navy Day review.

**KINOGRAMS NO. 5230:** New York—Cardinals win the seventh game and capture World's Series from Yankees; Gloucester, Mass.—Schooners tune up for annual fishermen's race and cameraman gets the thrill of his life; West Point, N.Y.—General Summerall gives out awards for marksmanship and then reviews cadets; New York—Marne battle taxi on way to Sesquicentennial arrives at New York; Aberdeen, Md.—Ordnance Department puts on thrilling exhibition with new war guns; Del Monte, Cal.—Huge herds of elk come down from mountains as hunting season closes; Cambridge, Mass.—Harvard is again defeated on gridiron in clash with Holy Cross.

**FOX NEWS, VOL. 8, No. 4:** New York City—Pageant of ships marks centennial of opening of Erie Canal; In the day's news—Lady Astor returns to England; Wurtemberg—Maneuvers of German forces; St. Louis, Mo.—Pictorial highlights of the Yankee-Cardinal games before throngs; Copenhagen, Denmark—Bathing beauty contest craze strikes Europe; Buffalo, N. Y.—Great throngs brave driving rainstorm to witness dedication of new municipal airport; Beardstown, Ill.—Hundreds flee to safety as rising Illinois waters sweep over wide area; Winnipeg—Canada roars welcome to intrepid Motorcade; On Navy Day—The 151st anniversary of the American Navy.

**FOX NEWS, VOL. 8, NO. 3:** Philadelphia—300,000 fill Stadium as Cardinal Daugherty celebrates mass for 150 years of U. S. freedom; Yankee Stadium, New York City—Cardinals defeat Yanks, 6-2, before record throng; St. Louis, Mo.—Coach Bob Higgins hard at work preparing Washington U. team for 1926 gridiron season; Ironwood, Mich.—43 workers entombed in iron mine are saved after five and a half days of rescue work; Philadelphia—Mrs. G. Henry Stetson beats Mrs. Goss

for golf title lost by Glenna Collett; Annapolis—Army and Navy ready for gridiron warfare; Berlin—German scientists finish construction of world's largest telescope; Gothenburg—Europe's foremost girl athletes from eight nations compete in Olympic Games held in Sweden; Eugene, Ore.—Squad of candidates for University of Oregon football team limbers up; Washington, D.C.—Stanley R. Harris weds Miss Sutherland before notable throng in capital; Cambridge, Mass.—Bo McMillan's Geneva eleven humbles Harvard pigskin warriors in first game of season; Atlanta, Ga.—Work on Civil War Memorial to be carved on Stone Mountain face is resumed; In the Northwest—Thousands of huge logs are brought from forests to head of navigation; Washington, D.C.—The White House gets a new coat of paint.

**INTERNATIONAL NEWS NO. 82:** Off San Pedro, Cal.—Mighty U. S. battle fleet prepares for "Navy Day" in maneuvers; New York City—Speed dardevils practise skidding at mile a minute; San Juan Capistrano, Cal.—Daring riders race up side of steepest hill; Beardstown and vicinity, Ill.—Record floods spread ruin over vast mid-west area; Staten Island, N. Y.—Take courage from Grandma Francoise Levapresto, lively and cheerful at 105; New York City—Suzanne Lenglen spends some of spare time bringing cheer to babies; Stockholm, Sweden—First picture of Crown Prince Leopold, and Princess Astrid, of Sweden, whose betrothal has just been announced; Near Celio, Ore.—Canoeists defy perilous rapids on 3,000-mile trip; Croydon, England—Royal air force makes thrilling parachute test; St. Louis, Mo.—Babe Ruth knocks three home runs in spectacular World Series game.

**INTERNATIONAL NEWS NO. 83:** Osaka, Japan—Japanese unique homage to god of water; Bruceton, Pa.—U. S. blast experts study causes of mine disasters; Atlanta, Ga.—Georgia Tech victor in grid battle with Tulane; Cambridge, Mass.—Holy Cross downs Harvard in startling grid upset; Chicago, Ill.—Chicago triumphs over Maryland in grid clash; New Haven, Conn.—Yale rips Georgia line in scoring 19-0 victory; New York City—Entire motion picture industry welcomes Carl Laemmle, famous film producer, home after serious illness abroad; London, England—Alan Cobham, famous flier, comes back to the Thames after a 28,000 mile round trip to Australia; Miami, Fla.—Rosie the elephant helps Miami get back to normal; Aberdeen, Md.—All kinds of guns roar in tests of new war weapons; Maubeuge, France—Voila! France produces ze flivver! Baseball Special End of World's Series.

**PATHE NEWS NO. 83:** London, England—Noted British ace gets warm welcome at end of round-trip journey to Australia; Beardstown, Ill.—Record floods devastate mid-west; San Juan Capistrano, Calif.—Every bump's a boost on this hill climb; Wood Lake, Neb.—Dawes and Pershing prove skillful nimrods; In the Pacific—Uncle Sam's battle fleet holds maneuvers; Philadelphia, Pa.—Firemen of Pennsylvania hold gala parade; Philadelphia, Pa.—Observe "Maine Day" at the Sesquicentennial Exposition; Rochester, Mich.—Motorcycle riders get many bumps in annual hill climb; Charleston, W. Va.—West Virginia defeats Washington and Lee; Denver, Colo.—Observe Fire Prevention Week; New York City—Celebrate 100th anniversary of opening of the Erie Canal.

**PATHE NEWS NO. 84:** Beardstown, Ill.—Unabated Illinois River floods pass previous high records; Aberdeen, Md.—Army's newest defense weapons show their might; St. Vincent, France—"Tiger of France" leads quiet life on his farm; In the Sport World—1926 proves hoodoo year for sport champions; Rabat, Morocco—Sultan Mulai Yusef hailed on return from France; Newcastle, Me.—Everybody says "Buddy" is a good skate; New York City—Cards win World's Series; Winnipeg, Canada—Complete Palm-to-Pine Automobile Tour; New Orleans, La.—Orphan kiddies make merry at circus; Buffalo, N.Y.—Niagara swamps University of Buffalo on gridiron; Rockwood, Tenn.—Twenty-one men lose lives in coal mine explosion; Kaufbeuren, Germany—Still honor memory of great crusader king; Paris, France—Somersaults three times in auto and drives right off.

## Mabel Normand Finishes New Pathecomedy

Mabel Normand has completed another Hal Roach comedy, "The Nickle Hopper," to be released soon by Pathe. Theodore Von Eltz has the leading role. Miss Normand's second comedy of the Roach series, "One Hour Married," is also set for early release. In it Creighton Hale is the masculine lead.

Charley Chase is about to begin work on a new Hal Roach comedy, as yet untitled. In the supporting cast are Eugenia Gilbert, Eugene Pallette, Anita Garvin, Bull Montana, Amber Normand and Valentina Zimina. James Parrot will direct.

## Marjorie Daw Featured in Roach-Pathecomedy

In the latest Hal Roach star comedy, just put into production at the Roach studio under Leo McCarey's direction, the principal roles are played by Marjorie Daw and Creighton Hale. Oliver Hardy has been added to the supporting cast, which includes Max Davidson, among others. Fred Guiol was originally scheduled to direct, but as he developed a severe case of sunburn poisoning he was forced to relinquish the megaphone to Leo McCarey.

## Matt Moore Signed by Roach for Starring Role

Matt Moore will appear in a star comedy to be made by Hal Roach for Pathe release. He will contribute a characterization of the woman-shy bashful male. Elaborate preparation for sets and costuming are now being made. It is still undecided who will appear in the picture or what director will be assigned.

## G. Davis' First Mermaid Titled "Midnight Follies"

The title of "Midnight Follies" has been given the recently completed Educational-Mermaid comedy featuring George Davis.





**"The Show Cow Puncher"**  
(Universal-Mustang—Two Reels)  
(Reviewed by Paul Thompson)

THINGS are not always what they seem in the movies or in life. That is the moral, if moral there be, in this latest Mustang comedy featuring Edmund Cobb. He is the owner and star of a small traveling wild west show. He meets Constance Darling, the owner of a ranch of which she is being despoiled by Larry Richardson, her foreman. Their meeting is through Cobb's rescuing her from a runaway. At her ranch, he discovers that the villain is the actual rustler of her cattle, although he credits neighborhood thieves with the work. His object is the acquisition of heroine and her ranch. Cobb blocks this, rescues the cattle, which are being driven off, and as a reward gets the girl. What becomes of his traveling show, Leigh Jacobson, the author, does not say. To be slangy, if one may, "we should worry." We see the end with the satisfaction that once more virtue with chivalry and hard-riding playing first aid to the injured has triumphed once more. Incidentally Cobb does some spectacular riding busting a broncho. He falls because the villain has weakened the saddle-girth, but remounts to use the same horse to round up the cattle which are being driven away from his beloved's ranch.

Then he captures the escaping villain who is kidnapping the heroine. There is a sort of dramatic justice in this. The horse which is supposed to be the cause of Cobb's demise is really the means of beating the rascally foreman's machinations.

**"Velocity"**

(Bray-Novelty Magazine—One Reel)

THIS picture or series of pictures edited by Don Carlos Ellis might have been prepared in collaboration with the *Scientific American*. It is technical, yet interesting to the lay spectator. The point which the picture seeks to make is that velocity is always relative. Thus the glacier moves one inch in ten years; a snail five and one-half inches an hour, by comparison with a glacier being quite speedy. Fast as a thoroughbred horse can go, it is slow when compared with a whippet or even an ostrich. Man using only his own legs and attaining a maximum of fourteen miles an hour increases his possibilities once he climbs into a motor car, on a toboggan, uses a railway train or an ice-boat.

The earth is a mere snail when compared with other planets. But for reel speed command electricity or light.

All these things are illustrated with ingenious photographs and drawings, the climax being reached with pictures showing how Mars and this Earth ultimately will be in communication with each other through the utilization of electricity. It is an unusual and interesting reel.—PAUL THOMPSON.

**"Too Much Sleep"**

(Universal-Bhebird—Two Reels)  
(Reviewed by Paul Thompson)

THOMAS EDISON, that young struggling electrician of Menlo Park, New Jersey, would subscribe to the implied idea in this Universal picture featuring that likable personality, Arthur Lake. Arthur is still courting a girl about his own age and still meeting parental opposition. This time it is all very plausible and human and consequently amusing and at least mildly entertaining. The girl's father thinks he has gotten rid of his daughter's young man. But he has not, because they have taken refuge on the divan and fallen asleep

in each other's arms when father comes down thinking burglars are in the house. Before this, the younger brother and his chum in the neighborhood have placed in Arthur's pockets all the family silver. That is not enough for the chum, who has been sent home by the girl's father, when he goes to bed has tied a rope from the front door to a lamp-post in front of the house. Thus when Arthur attempts to get out of the house and escape the night-shirt wearing father, he finds his egress blocked until he pulls down the lamp-post. Then the chase by the police. An arrest. The youngster's confession of guilt in placing the silver in Arthur's overcoat pockets results in the hero's being freed by the police and all's well again. Just where the "Too Much Sleep" title fits I frankly do not see.

W. Scott Darling is the author; George Summerville the director.

**"Teacher, Teacher"**

(Educational-Hamilton—Two Reels)  
(Reviewed by Edw. G. Johnston)

CERTAINLY, there's everything in this latest Hamilton two-reeler that will go over well with the fans; just the kind of gags which never fail to keep up the laughs—once they get under way—and that's early in the first reel.

From the time Hamilton is awakened by an offensive parrot to the hour he begins his duties as schoolmaster, it's a rollicking show. True, a few of the gags wear a number of gray whiskers; however, there's enough new ones to make up for that, and those of the whiskered variety are good enough to bear repetition.

After a spirited and laughable attempt to do away with the parrot, Hamilton finally gets his bird. Another good bit of comedy is injected at this point when his trick typewriter knocks off the hats of two strangers outside. Of course, they end up a la Dempsey-Tunney. The schoolroom stuff is well done; every trick that a schoolboy ever pulled is put on the new teacher by his aged pupils. Norman Taurog is credited with the story and direction.

Summary—Just the kind to get the laughs.

**"The Housing Problem"**

(Bray-Novelty Magazine—One Reel)

RECOMMENDED to the tenement house department of New York and other cities. Unfortunately, it concerns itself mostly with how animals and birds solve the problem rather than humans. The picture starts out with some youngsters building bird-houses and then shows how the tenants take possession of these non-rent paying habitations. The cuckoo throws the legal tenant out of his own home when he wants shelter. The hermit crab has the good grace to wait until the other fellow has left his abode before he walks in. No such good taste for the gopher rat who only waits until the lawful owner is asleep before he enters. Then in succession we see how the prairie dog, tent caterpillar, trapdoor spider and duck provide themselves with entirely different types of shelter.

For the so-called human race the cliff dwellings of the Hopi Indians are put into opposition or contrast to buildings in a city such as New York. After all, with a slight change in the architecture and size the objective is the same for all animals, birds or humans; a covering where sleep can be won and won and a place to eat.—PAUL THOMPSON.

**"Punches and Perfumes"**  
(Bray-Fistical Culture Comedy—Two Reels)

(Reviewed by Paul Thompson)

IT is inevitable in a Sabbatical year such as 1926 when the heavyweight championship of the world should be fought for by the seven-year holder, Jack Dempsey, and the ex-marine contender, Gene Tunney, that prize fighting pictures should have their day and night on the screen. I have seen many, some good, some excellent and some quite impossible. This one from the Bray laboratory is quite worth while. Partly because of its direction and partly because of its acting. It seems real, although I still marvel at the number of blows which can be exchanged and the punishment that the actor-pugilists can assimilate and still continue on their feet for the requisite number of film footage.

Training on a rich man's estate for a prize fight the villain insults first the horse belonging to the heroine and then the lady herself. These two things are enough. The opponent of the villain in the feature bout is bound and tied in his room, so the hero, Lew Wagner, his sparring partner, can take his place in the ring. This he does before the society gathering with a penchant for pugilism. Despite his handicap of weight, size, etc., he thrashes the bully and wins the purse and the hand of the fair lady, who just incidentally happens to be the daughter of a rich man. His pugilistic success naturally removes all obstacles to their wedding and promises a roseate future.

But seriously; it is a good picture which Bray has put out and Wagner is a convincing pugilist-hero. The press department of the producer not having supplied a list of players, the praise for the featured player and his associates will have to be allotted to the stage names, Lew Wagner, Dynamite Richards, Betty Arnold and "Bad News" Kelly. It also has good melodrama and a real plot.

**"Please Excuse Me"**

(Universal-Stern Bros.—Two Reels)

(Reviewed by Paul Thompson)

PERMIT me to present—with the co-operation of Universal—Charles King, whom you have all met before. This time he is trying to hold onto a job for a collection agency. He has arrived at his office late and is fired. Drawing on a very fertile imagination he tells the boss a thrilling story, which we see on the screen, of how he had saved the boss' daughter from a band of Indians. That is why he was late. Great; the story goes over until the girl comes in to disclaim any knowledge of the whole episode. One more opportunity to hold the job is given Charley. He must collect a payment on a diamond ring or retrieve the ring. A strong man holds the bauble. Accompanied by the girl, this modern David goes forth to meet the 1926 Goliath. The first three rounds go to the title-holder but Kid David stages a comeback with the help of the girl. When Charley pretends to kidnap the girl, the giant shows undreamed-of chivalry and pursues the kidnapper. The chase leads to the office, where the ring which is in dispute is regained, to be used for an engagement ring. The Indian episode is the most amusing bit in the two reels. The rest is rather conventional slapstick comedy that may and may not delight the comedian's followers.

William Anthony wrote the story and Samuel Newfield directed. It is one of the "The Excuse Maker" series.



### "Pete's Haunted House"

(Bray-Hot Dog Cartoon—One Reel)

THIS is one of the cleverest animated cartoons I have seen for some time. More honor to actor-artist-director Walter Lantz. It is an ingenious combination of drawings with photographs. For example, we see the artist (photographed) putting cardboard skeletons, which he has fashioned into the diminutive house occupied by the dog and then drawings of the terror which these inspire in the pup. The artist continues to make life miserable for his canine creation by picking up the cardboard house where Pete lives and moving it about until the dog gets the idea that another San Francisco earthquake or Miami hurricane has struck his home. Puzzled and unhappy, he leaves the house to discover the cause of all his troubles. His revenge is in placing a lighted firecracker under Artist Lantz and blowing the latter skyward. It is genuinely amusing and unusual. The latter in these days of so many futile, pointless animated cartoons is rough of a laudatory adjective in itself to influence an exhibitor to book it or an audience to wish to see it on the screen. It certainly got to me.—PAUL THOMPSON.

### The Road House

(Pathe-Fables—One Reel)

POOR old Farmer Al is in trouble again, but to paraphrase the old Sun quotation, "If a man bites a dog, that's news"; if Al were not in trouble that would be news and not an Aesop fable. In this episode he runs a roadhouse but has difficulty luring passing motorists in to spend money until he hits on the age-old device of tacks and consequent punctures. True to the tradition of modern motorists and roadhouses, these lodgers for the night dance. All is well until the theft of the music-roll in the pianola necessitates Al displaying his ingenuity by substituting a Swiss cheese. But in doing this he does not take into consideration the cheese-weakness or penchant of his mice helpers. Logically, it appeals to them more as food than music material, so they steal it. As though these troubles were not enough, another gang of thieving mice steals the cash register. Thinking the cat is responsible, Al naturally accuses that feline. Discovering his error, both start in pursuit of the real second-story men. Finis: a cash register which is thrown at the pursuers breaks but is put together again with the surprising ingenuity native to animated cartoon artists. Another fable has been told for the amusement if not edification of many theatregoers.—PAUL THOMPSON.

### "From Horses to Dancing"

(Pathe Review—No. 43—One Reel)

FIRST on the review is a series of pictures showing how the horses for the cavalry of the United States are trained at one of the re-mount stations, that at Front Royal, Virginia, in the Blue Ridge Mountains. Until they are three years old when they begin training they live the "life of Riley" grazing and sleeping. It is an interesting set, among other things showing how the recalcitrant horses are brought to book and made tractable.

"Alaska a la Mode" is a travelogue of Alaska, picturing two girls after their arrival in that country. Canoeing on the lakes there they investigate Indian villages with their totem poles and end up in their bathing suits, using an ice-berg as a swimming raft. It is enough in these cold October days to send a shiver down the backs of moving picture attendants even if the latter be comfortably housed in a warm theatre.

"Priests of the Orient," as may be deduced, deals with Far East ministers of religion. They are depicted in their modest, unpretentious robes and then on ceremonial occasions when they yield to the vanity of the rest of the world and put on the most spectacular and ornate garments.

"Steps from the Steppes" show the Borkoffs dancing before Alvin Knechtel's review camera at Hollywood. It is a combination of double and triple exposures and other camera tricks

where the dancers seem to have not merely one but several astral bodies. Photographed in a most seductive shade of blue the pictures are very beautiful and effective. Any movie house should be proud to have the picture as part of its program.—PAUL THOMPSON.

### Gene Tunney Continues Fighting (Pathe-The Fighting Marine Serial)

HE beat Jack Dempsey at Philadelphia, but the new champion continues fighting despite his manager, Billy Gibson's, assertion that he will do no more until next June. That is what comes of the foresight of Pathe in casting the Greenwich Village boy in their thrilling serial even before he had captured the pugilistic crown. He is still doing his valiant best to keep Lady Chatfield in the mining camp six months so she may fulfill the conditions of her grandfather's will and inherit the property. One of the villains in this chapter, the fifth of the series, does what Estelle Taylor's husband could not do; that is, he succeeds in knocking Tunney off his feet, not once but several times. Tunney agreeably does not stay there, but gets up to worst the villain.

In this episode the conspirators, stopping at nothing, blow up the mine and leave the heroine, Marjorie Gay, and some of the other characters at the bottom of a mine pit with all egress blocked. I have a sneaking feeling they will get out somehow or other, for there are five more thrilling, blood-curdling chapters yet to be unreced and the story naturally must go on.—PAUL THOMPSON.

### "Felix the Cat Scrambled Yeggs"

(Educational-Sullivan Cartoon—One Reel)

PARTLY to get the advice of a juvenile critic and partly to prepare her for the task of reviewing for THE MOTION PICTURE NEWS screen classics in France for which country she was sailing the following day I took my seven-year-old daughter, Inez, to see this Felix release. Judging by her laughter and appreciation this one belongs most properly in the series. Her "critique of pure reason" (with genuflections to Kant) I am afraid was somewhat influenced by the present of a flexible Felix toy by a hospitable but canny press-agent who properly realized that was the best way to influence the youthful critic's judgment.

As for my possibly more mature point of view; I share my daughter's. Felix catching and convicting two bank-robbing crooks is decidedly worth while. His cutting out their shadows, carefully rolling these up and then, with the help of the not always clever police, matching them with the safe-blowers and thus proving incontestably their identity is decidedly ingenious and mirth-provoking. Credit the Thompson family with two "aye" votes for this Educational issue.—PAUL THOMPSON.

### "The Alligator's Paradise"

(Educational—One Reel)

DON'T conclude that alligators make an uninteresting subject for screen entertainment and educational purposes. Of course you may at first think he is decidedly unfit for screen fare but this ugly reptile with the fishy eyes and voracious mouth catches and holds your attention because of his repellent appearance and reputed hypocrisy. You see him in his native haunts down in tropical Florida in a region of scenic splendor, and he undergoes a close scrutiny of the camera which invades a stream swarming with his numerous kind. Here we see an old fellow (he is only a mere 150 years) basking in the sun; youngsters a little over a foot in length and battle-scarred veterans adepts in the gladiatorial combats of the crocodile world. These interesting creatures maintain a surprising agility despite their many score years and the Florida Indian who would capture him for his valuable skin must exert skill and craft because of the experience gained by a crocodile through a century or so of fighting. After a while we leave the crocodiles behind us and visit Greenland, Java and Turkey in which last named country we see the sin-

cerity of the Moslem who devoutly rinses his mouth and washes his feet before entering a place of worship. The animation and ornamentation which adorn the titles are as usual cleverly designed and executed. There's nothing wrong with this one.—RAYMOND GANLY.

### "Should Husbands Marry?"

(Pathe—Mack Sennett—Two Reels)

(Reviewed by Paul Thompson)

ALICE DAY is deservedly featured in this paradoxically named comedy. The answer is loudly and sweepingly—"In many instances No No and then No." If the tendency is to philander especially if you have a lion-tamer for a wife and she is apt to discover a clandestine supper tete-a-tete with a younger woman by all means NO. There you have the plot of this latest Mack Sennett opus. Eddie Quillan is chief support for Miss Day under Eddie Cline's direction.

If you want the events leading up to the tragedy here they are: Eddie is a bus boy in a restaurant run by a flirtatious proprietor. The latter gets out of one scrape by pretending the head waitress he is holding in his lap on the arrival of friend wife has fainted. He shifts his affections to Eddie's girl-friend, Alice Day, who gets a position in his food shop. At a supper party at a road house the wife and the bus boy stumble onto the private dining room. Then the fireworks. Attempting to escape in an automobile the wife supposedly mortally wounds the husband. Eddie and Alice hot-foot it away but the fade-out shows the wife and husband in shadows on the wall doing a boxing and wrestling match.

It is banal but amusing.

### "Mount Sinai"

(Pathe—Pilgrimage to Sinai—One Reel)

THE course of the Israelites after their expulsion from Egypt followed by a cameraman and his assistants is the subject of this series, in case the reader has forgotten. In this chapter the travelers attain their objective. We are shown the top of the mountain where Moses was supposedly in communication with God and secured the two tablets of the laws. Prior to that, scenes on the journey to the mountain and the ascent. On the way a Mohammedan mosque sharing its quarters with a Christian monastery is shown, and priests whose whole lives have been spent in the shadow of the mountain which plays so important a part in biblical history. I know of no more effective method of bringing vividly before a spectator the scenes of the Old Testament than that provided by this travelogue. The pictures are interesting, judgment being shown always in the selection of places to be photographed and one can easily visualize the children of Israel on their forty year wanderings through the wilderness at last to emerge and find the end of the journey. It is a subject of interest not only to the Christian but to all faiths and all creeds or those lacking a faith or creed.—PAUL THOMPSON.

### "Hy Mayer's Scrapbook"

(Pathe-Mayer Cartoons—One Reel)

HY MAYER, one of the best and most widely known artists in this country, whom I have known back to Mark Sullivan's "The Turn of the Century" is the sponsor for these releases. They are characteristically clever and amusing. There is a blend of photograph and drawing that is so ingenious and unusual that the spectator is continually trying to figure out how it is done. This particular issue is called "A Dog's Tale" and is concerned almost entirely with dogs. The artist, for example, draws some characteristic racial type face on the screen and then blending into this will be a dog that is absolutely true in line and characteristics with those of the man shown. This and the other Mayer releases are of the high character of drawing and idea that I have always associated with the man ever since the days when he had his own "The Passing Show" of cartoons in the New York Times.—PAUL THOMPSON.



## The Temptress

A Superior Type of Picture

(Reviewed by Laurence Reid)

**T**HERE is no doubt about this picture being a superior type of entertainment in every respect. It may be defined as a tragic melodrama—one which is treated intelligently and with considerable imagination. In other words the motivation is sound—and the characters thus appear convincing. Fred Niblo demonstrates again that he can be trusted to breathe life in this type of story—one which is somewhat similar in outline to Ibanez' other creation, "Blood and Sand."

It keeps to its temper, too—not once giving any indication of applying false heroics. As its title suggests it has to do with a woman of casual morals whose mission in life is to destroy men—and who reaps as she sows until she meets the inevitable reward of her sirenlike sins. The locale is Paris—and later, the Argentine—and it then turns back to the city on the Seine. It builds around the temptress following a susceptible youth to the South American country—where all the elements of tragic melodrama are visualized—such as jealousy, death, murder, disaster and ruination. And in building to its climax it reveals scenes of excellent composition as well as drastic movement. Moreover it is splendidly cast with Greta Garbo as the sinuous siren and Antonio Moreno as her Spanish lover.

*The Cast: Greta Garbo, Antonio Moreno, Marc MacDermott, Roy D'Arcy, Lionel Barrymore, Virginia Brown Faire, Armand Kaliz, Francis McDonald, Hector Sarno, Inez Gomez, Roy Coulson. Directed by Fred Niblo.*

**THEME:** Drama of tragic love in which youth encounters disaster through charms of siren before he finds happiness.

**PRODUCTION HIGHLIGHTS:** The atmosphere and settings. The Paris banquet. The whip duel. The fine acting by principals. The ending.

**EXPLOITATION ANGLES:** Bill as another excellent film version of an Ibanez story. Play up Greta Garbo and Antonio Moreno and mention others of fine cast. Emphasize the title.

**DRAWING POWER:** For high-class houses or wherever good pictures are shown.

*Produced and distributed by Metro-Goldwyn-Mayer.*

*Length, seven reels. Released October, 1926.*



Dramatic highlights from the Warner Bros. production, "My Official Wife"



Scenes from Eddie Cantor's initial starring vehicle for Paramount titled "Kid Boots"

## The Nervous Wreck

Fairly Amusing—But Needs More Humor

(Reviewed by Laurence Reid)

**A**LL things considered, the film adaptation of that highly successful play, "The Nervous Wreck," shapes up as adequate entertainment. If it fails to come up to expectations it is because rumors have reached us that it would be a wow. The trouble is it strains too hard after its humor. Had the director refrained from showing the why and wherefore of every scene—had he kept away from trespassing in the fields of hokum the piece would have hit on all eight cylinders. There is not enough incident from the play—and far too much from the director's bag of tricks. To show how it fails in some of its scenes we have only to remind you that a comedian of the talent of Chester Conklin seldom is allowed to be funny.

Still as comedies go it should satisfy the average picturegoer. Everyone hasn't seen the play—and those in ignorance of it will respond to the screen version. They will see Harrison Ford demonstrate that he is one of the best light comedians of the day. He is a hypochondriac who has a pill complex. The action has him cutting up all kinds of didos and he turns into a fighting demon when he gets on his feet. Phyllis Haver is natural and charming as the heroine and the others are competent.

*The Cast: Harrison Ford, Phyllis Haver, Chester Conklin, Mack Swain, Hobart Bosworth, Vera Steadman, Paul Nicholson, Charles Gerard. Director, Scott Sydney.*

**THEME:** Light comedy based upon hypochondriac who becomes a nervous wreck—but who recovers and becomes a rip-roaring man of action.

**PRODUCTION HIGHLIGHTS:** The clever acting by Harrison Ford. The mix-ups featuring the elopement, a hold-up, etc. Romance.

**EXPLOITATION ANGLES:** Feature Ford in his trick attire. Play up the support which has all the marks of an all-star cast.

**DRAWING POWER:** The title should interest them. Playing up the cast should draw them. Suitable for all types of houses.

*Produced by Al and Charles Christie. Released by Producers Distributing Corp.*

*Length, six reels. Released October, 1926.*



## Kid Boots

Mr. Cantor Appears On and Off the Screen

(Reviewed by Paul Thompson)

**A**NOTHER musical comedy success has been transferred to the screen. This time it is the Ziegfeld production of "Kid Boots," with the original star occupying the same lofty position in the silent drama, rather an unusual precedent. Adolph Zukor and Jesse Lasky are the sponsors for the movie version and the Cantor debut, naturally under the Paramount banner. Opening on Saturday night, October 9th, at the Rialto, it is with the expectation that picture, star in person and the Olsen band will linger there many weeks and outdistance some of its immediate predecessors such as "Variety," "Take it From Me," "Aloma," etc. Whether it will or not only an extremely sound and shrewd prophet can tell.

For one thing, Cantor is fortunate in his two leading women, Billie Dove and Clara Bow. Each is a decided asset to the picture, even though little demand be made on any histrionism which the first named so unmistakably displayed in "The Marriage Clause." She is "easy to look at" and makes a most seductive heroine. Miss Bow in a tomboy part scores unmistakably.

Lacking the accessories of the player in person and the jazz band, I would regard it as a program picture and not big enough for a special.

**The Cast:** Eddie Cantor (starred), Clara Bow, Billie Dove, Lawrence Gray, Natalie Kingston, Malcolm Waite, William J. Worthington, Harry Von Meter, Fred Esmelton. **Director,** Frank Tuttle. **Screen play by** Tom Gibson from musical comedy by Otto Harbach and William Anthony McGuire.

**THEME:** Ex-tailor's apprenticeship becomes caddy at smart country club; makes possible the marriage of his sponsor to heroine.

**PRODUCTION HIGHLIGHTS:** Tailor shop sequences

at opening; country club and precipice scenes. **EXPLOITATION ANGLES:** Cantor's musical comedy fame. Emphasize fact of humor throughout.

**DRAWING POWER:** Good.

Produced and distributed by Famous Players-Lasky. Length, 5,650 feet. Released October 4th (for New York October 9, 1926).



Tragic and dramatic moments in the Metro-Goldwyn-Mayer production, "The Temptress"

## My Official Wife

Love and Romance in Imperial Russia

(Reviewed by Thomas C. Kennedy)

**I**N a new dress—rich with the ornamentation of gilt and geegaws which decorated the military brie-a-brac of Imperial Russia under the last Romanoff—"My Official Wife" comes back to the screen as a vehicle for Irene Rich and Conway Tearle. The work is modernized by the introduction of the World War, paving the way for the reconciliation of the prince and the countess when the former is found as a taxi driver in Vienna and the latter the most famous cabaret performer in that gay city.

The story of the Russian prince who falls in love with the woman he outraged during the course of a wild and drunken evening at an inn is essentially theatric and it is presented here in that mood, no effort having been made to make it anything but a glamorous, strikingly produced sex melodrama. The situation, which shows a woman in love with the man she has sworn to kill "to avenge her honor," is an effective one for purposes of the sumptuous, sensuous type of romantic fiction offered by "My Official Wife." Miss Rich makes the best of her opportunities and registers a sincere and at moments a very moving, impersonation. The supporting cast provides adequate assistance.

**The Cast:** Irene Rich, Conway Tearle, Jane Winton, Gustav Von Seyffertitz, Stuart Holmes, John Miljan, Emile Chautard, Sidney Bracey, M. Vavitch, Tom Ford, Russell Ritchie, Tom Costello, Igor Presnikoff. **Director,** Paul Stein. **Author,** A. C. Gunter. **Scenario by** Graham Baker.

**THEME:** Love melodrama laid in Imperial Russia involving the romance of a prince and a countess.

**PRODUCTION HIGHLIGHTS:** The staging, which has a spectacular quality, and the atmosphere.

**EXPLOITATION ANGLES:** The co-starring team of Irene

Rich and Conway Tearle. Stress as adaptation of stage success and romance with glittering setting of Imperial Russia—strong title to feature with big-card and poster campaign.

**DRAWING POWER:** For adult audiences, not suitable where large youthful patronage is catered to—this is only restriction on it.

Produced and distributed by Warner Brothers. Length, 7,846 feet. Released October 16, 1926.



Scenes from the Al Christie production, "The Nervous Wreck," released through Producers Distributing Corporation



## The Sorrows of Satan

*Beautiful, With Great Moments, But Disappointing*

(Reviewed by Laurence Reid)

**P**ROBABLY feminine patrons throughout the country will weep over Griffith's sentimentalization of Marie Corelli, and we hope, for the sake of the purse-strings so generously unloosed in its making, that the names of Cortez and Menjou will pull them in—but if "The Sorrows of Satan" had been made by an unknown director it would have created little reputation for him. It is a cameraman's triumph—and one for Carol Dempster as well. Ricardo Cortez, too, is superb in the opening reels. Menjou is disappointing as Prince Rimenez, making Satan a carefree man about town and playing the role without shading or conviction.

The opening reels are magnificent. Fred Waller's Paradise sequence is unmatched. The story opens with all of the old Griffith charm and beauty, but once the hero is placed in a position of wealth by Rimenez the character becomes unconvincing and the story unreal and monotonous. The picture has its moments of Griffith's greatness—the departure of the hero and the unmasking of Satan, for instance—but our only feeling as the evening wore on was one of growing disappointment. We wanted to like it, and tried—we hope we are wrong—but "The Sorrows of Satan" seems to have everything but entertainment. Perhaps the women will feel otherwise.

*The Cast: Carol Dempster, Ricardo Cortez, Adolphe Menjou, Lya de Putti. Director, D. W. Griffith. Photographed by Harry Fischbeck.*

**THEME:** Temptation of youth by Satan, and ultimate salvation through love.

**PRODUCTION H I G H - L I G H T S:** Photography and lighting. Magnificent sets. Beautiful performance by Dempster and Cortez.

**EXPLOITATION ANGLES:** Popularity of Menjou and Cortez. Griffith. Make a strong play for the feminine trade.

**DRAWING POWER:** Should draw heavily with feminine patrons.

*Produced and distributed by Famous Players-Lasky. To be roadshowed.*



*Scenic backgrounds and tense situations in "The Country Beyond," a Fox production*

## Bardelys The Magnificent

*New Laurels for Gilbert in Costume Drama*

(Reviewed by Laurence Reid)

**H**ERE is one of Sabatini's earlier stories—which hasn't the dramatic sweep and movement of a couple of his other works which have reached the celluloid state. Yet there is incorporated a fine suggestion of conflict which has to do with romance and intrigue at the court of Louis XIII. It takes quite some time for the plot to unwind—and it's difficult keeping track of the characters because of their flowery names.

What John Gilbert doesn't do to this role! He simply eats it—in the parlance of the curb. Attired in colorful raiment he makes a capital figure of a French Merriwell as he might have flourished in the period represented. There is the usual conflict—the usual bravado which distinguishes the hero. He must needs make an unconventional entrance into milady's chamber—and win her heart. He must flirt with death for the sheer glory of it. He must hide his identity to lend suspense to his conquest—and above all he must "go Mix and Fairbanks" in the way he escapes the gallows. What a climax—one which shows King Vidor poking fun with a deal of satire and irony at the heavy costume hokum. The finale offers a big laugh—as well as plenty of suspense.

*The Cast: John Gilbert, Eleanor Boardman, Roy D'Arcy, Lionel Belmore, Emily Fitzroy, George K. Arthur, Arthur Lubin, Theodore Von Eltz, Fred Malatesta, John T. Murray. Director, King Vidor.*

**THEME:** Costume drama of court intrigue in reign of Louis XIII—with dashing swordsman frustrating his enemies and winning a wife through sheer love of combat and conquest.

**PRODUCTION H I G H - L I G H T S:** The fine mounting. The scene where hero surprises girl. The duels. The humor. The exciting and humorous climax. The exploits of John Gil-

bert. The acting by Miss Boardman.

**EXPLOITATION ANGLES:** Play up as another King Vidor triumph—and one for star. Bill as a Sabatini story. Play up as exciting and dramatic—mentioning it as different from most costume stories.

**DRAWING POWER:** For all houses—but particularly high-class ones.

*Produced and distributed by Metro-Goldwyn-Mayer. Length, nine reels. Released October, 1926.*



*Scenes from the Warner Bros. comedy featuring Syd Chaplin, titled "The Better 'Ole"*



## The Country Beyond

Broadway and Northwest of the Water Tower

(Reviewed by Paul Thompson)

**A**NOTHER of James Oliver Curwood's novels has been transferred to the screen and has made the transition quite successfully under the sponsorship of the Fox company. It is good melodrama that starts in the Canadian northwest, shifts to New York and for its finale returns to the country where the mounted always get their man, at least on the stage.

For good measure the author and the scenarist-director, Irving Cummings, have provided the piece with two villains instead of the conventional one. For diversity one is a half-breed who is selling the heroine, Olive Borden, to another trapper and the second rascal is a producer of musical shows on Broadway. The hero, Ralph Graves, has committed the unforgivable crime of looting a trader's store to feed some starving Indians, hence he is the man Sergeant J. Farrell MacDonald is seeking, finds and sends to prison. That is one reason; a second is the suspicion that the hero also murdered the white-slaver. We know better because we have seen his wife commit the crime. Well, anyway, Graves goes to prison and ultimately is released, and Olive makes a sensational hit on Broadway.

The lake and forest backgrounds are extremely beautiful. The acting is good, the story really holds you and the players and director co-operate most successfully.

*The Cast: Olive Borden, Ralph Graves, Fred Kohler, Lawford Davidson, Evelyn Selbie, J. Farrell MacDonald, Alfred Fisher, Gertrude Astor. Director, Irving Cummings. Scenarists, Cummings and Ernest Maas.*

**THEME:** Love story of girl of the wilds who makes stage-success and imprisoned hero.

**PRODUCTION HIGHLIGHTS:** Rarely beautiful settings Canadian northwest, stage episodes, uniformly good performances of cast.

**EXPLOITATION ANGLES:** Curwood's tremendous vogue as popular novelist. Human interest love story.

**DRAWING POWER:** Should and unquestionably will be excellent.

*Produced and distributed by Fox Film Corp. Length, 5,363 feet. Released October 17, 1926.*



Highlights of the Metro-Goldwyn-Mayer production, "Bardelys the Magnificent," an adaptation of Rafael Sabatini's novel



Scenes from the D. W. Griffith production, "Sorrows of Satan," distributed by Paramount

## The Better 'Ole

Uproariously Funny Comedy of the Late War

(Reviewed by Laurence Reid)

**A**MERRY old time is had by Syd Chaplin here—and an equally merry old time will be enjoyed by every spectator who sits in on this celluloid version of Old Bill and his antics in and out of the trenches. To paraphrase the famous gag of the author—who has the droll character say "If you knows of a better 'ole, go to it," we would suggest if you know of a better comedy go to it.

It offers a compact series of uproariously funny gags and incidents—some of which are culled from the play—and others which have come from the imaginations of Chaplin and Chuck Reisner, the director. What Syd doesn't do in a barnyard isn't worth mentioning! His gags with the egg which he has a tough time in stealing from an angry hen—his merry moments with a rubber glove which he turns into a milk container—his scenes in doubling with little Alf as a horse and again their high jinks in the stable with a group of drunken Germans—all of these are executed with snap and dash and rare, rich humor. The only fault is they are occasionally stressed too much. Trimmed of some repetitious detail and speeded up the piece wouldn't have a weakness. There is good burlesque all the way. It has thrills, too—and the romance isn't missed. It shows Syd as a real character comedian. He is truly Bairnsfather's Old Bill. Book it and just try and keep 'em away.

*The Cast: Syd Chaplin, Jack Ackroyd, Charles Gerard, Ed Kennedy, Harold Goodwin, Doris Hill. Director, Chuck Reisner.*

**THEME:** Comedy of old-timer—a professional soldier who has his troubles in the war—a film version of play founded upon cartoonists' caricatures.

**PRODUCTION HIGHLIGHTS:** The gags with the sergeant. The moments at the play. The exploits in the cellar and in the stable. The exciting

dash. The humor and dash of action. The excellent characterization by star. The comic slapstick.

**EXPLOITATION ANGLES:** Bill as funnier than play. Feature Syd Chaplin in his funniest role.

**DRAWING POWER:** Will turn 'em away. For all houses.

*Produced and distributed by Warner Brothers. Length, nine reels. Released October, 1926.*





## Regional News from Correspondents

KANSAS CITY'S field of suburban motion picture theatres was expanded this week with the formal opening of the Tivoli Theatre, 2420 Indiana Avenue, operated by the Columbian Amusement Company and managed by Guy Shrimmer. The new house has a seating capacity of 1,000 and is equipped to present vaudeville and prologues. It also has that welcome convenience for suburban theatres—a sound-proof "cry room" for youngsters. Joe Black's orchestra, a radio feature in Kansas City of late, occupied the pit. Motor cars lined the street for more than three blocks in each direction of the theatre on the opening night, serving as ample proof that there had been no shortage of "free invitations" sent through the mails.

A crew of robbers in Kansas City Monday night apparently had as their motto: "Keep to the straight path." They did that, at least, taking safes as they went straight down Wyandotte Street without a turn. The last "job" was the safe of the Metro-Goldwyn exchange at 1708 Wyandotte Street, from which \$100 in cash and \$30 in stamps was taken after the combination had been hammered off.

When a theatre manager becomes pressed for exploitation ideas he might do as Earl T. Cook, manager of the Pantages Theatre, Kansas City, did this week. Louis Charnisky, director of the Pan-

tages orchestra, completed building a bungalow the other day. Armed with photographs of the bungalow, Cook besought the editorial rooms of daily newspapers and, sure enough, the issues of the next day brought four two-column cuts of "the beautiful and unique bungalow" which Mr. Charnisky has just completed.

For the first time in his life C. E. "Doc" Cook, business manager of the M.P.T.O. Kansas-Missouri, is qualified to sit as a bona fide member of the Kansas City Joint Board of Arbitration. For five years "Doc" has been the very core of activity along Film Row, but not until he became an exhibitor, through partnership with his brother in Maryville, Mo., was he qualified to "thrash it out" on the joint board, to which he promptly was appointed.

The first week of October was a trying one for Adolph Eisner, former president of the M.P.T.O., Kansas City, and now in charge of the booking for Universal Theatres in the Kansas City territory. Between minute details of the World's Series and booking pictures he had little time for the trivial necessities of sleeping and eating.

Word was received in Kansas

City this week by friends of Al and Mike Kahn, who are in Florida, that the veteran film brothers and former owners of Film Classics Exchange in Kansas City were safe from the onslaughts of the hurricane and flood.

George Koch has purchased the Gem Theatre of Lydon, Kan., from W. F. Duncan, while S. Parker has sold the Gem Theatre at Portageville, Mo., to W. A. Collier.

A hectic struggle it was, hut the exhibitors' baseball team put a crimp in the distributors last week, winning 13 to 11. Capoulis, Langan and Johnson were the battery selections for the exhibitors, while Byerle, Woods and Burke must shoulder the burden of defeat for the distributors. "Bill" Warner called 'em behind the plate. The game was played at old Association Park.

Among the out-of-town exhibitors in the Kansas City market this week were: T. D. Block, Dixie Theatre, Odessa, Mo.; Hugh Gardner, Orpheum Theatre, Neosho, Mo.; Frank Weary, Farris Theatre, Richmond, Mo.; J. Edlbrok, Royal, Eudora, Kan.; Walter Wallace, Orpheum, Leavenworth, Kan.

Art Schmidt, formerly of New York, who has been assigned to handle the exploitation for First National in the Kansas City territory, has arrived and is on the job.

H. Manheim of the home office and L. Bloomfield of Cincinnati have been made exploitation director and assistant exchange manager, respectively, of the Kansas City Fox branch.

Due to ill health, F. W. Gebhardt has resigned as Pathe branch manager, R. S. Ballentyne, district manager, assuming charge of the office until a successor is named.

With pride, J. A. Masters, F.B.O. office manager, points to the new sedan which stands in front of the office, but he has nothing on R. H. Fairchild, who is equally as proud of the car which stands in front of the Independent Film Corporation's office.

Cleve Adams, F.B.O. division manager, was a business visitor in Kansas City this week, as was Max Stahl, home office representative of Educational.

Eddie O'Neil, Educational salesman, and Miss Anna Summerson, formerly of Capitol Enterprises, "consolidated" their names last week.

Miss Gladys Libby, formerly one of the "bright spots" about the Associated Exhibitors' branch, has accepted an office position at Warner Bros.

## Southwest

THE first of the semi-annual film golf tournaments of northern Ohio, is to take place Friday, October 15th, at the Ridgewood Country Club. Anyone connected with the film business, either in the exhibition or distribution end is eligible to enter in the contest. Although fathered by W. N. Skirboll, Ohio distributor for Columbia and Gold Seat Productions, and Gradwell Sears, Cleveland First National exchange manager, invitations have been sent to film folks all over the state, and many film men from the southern part of Ohio have signified their intention to be present at the festivities. These are scheduled to start in the morning. The program includes 18 holes in the morning, with luncheon at the Ridgewood Country Club; 18 holes in the afternoon, followed by dinner at Broadview, a roadhouse famous for its cuisine. All exchanges have contributed prizes, which Skirboll says mount up to more than \$400. A ten-dollar entrance fee is charged all present who play golf, and a five-dollar fee for those who constitute the audience. Following the games, those present will hold a business meeting to elect officers whose job it will be to make arrangements for the tournaments every spring and fall.

Lou Thompson, who has been central division manager for Associated Exhibitors, received word the other day to report in Los An-

geles immediately as west coast exchange manager.

Robert Cotton, central division manager for P.D.C., who has just recovered from a tonsil operation, has gone east to the P.D.C. convention, with stop-overs in Atlantic City, and the Sesquicentennial.

William J. Banks, secretary of the Cleveland Motion Picture Exhibitors' Association is still ill. What started out last week to be a cold has turned into something more serious. He may have to undergo an operation.

Bert "Shorty" Stern is back in town. He's with Gotham Pictures, as sales manager. M. C. Howard is exchange manager.

It is reported that B. C. Steele and his associates are building a 1,600-seat motion picture theatre in Kent, O. They now own and operate the Terminal, Penn Square and Monarch theatres of Cleveland.

The Glenside Theatre, Cleveland is being operated under new ownership. Morris Herman and Aaron Arnold bought the house last week from Messrs. Cohen and Friedman.

The Turon Theatre, Huron, has changed hands. John Stoll has sold it to Robert Knapp. Stoll has the Rialto and Lion theatres at Bellevue. He sold the Huron because he was tired of commuting between Bellevue and Huron.

Harry Williams has sold the Rex Theatre, Akron, to John Baker.

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## New England

**MORRIS POUZZNER**, who recently purchased the Phelps Theatre at Southbridge, has now taken over the Blanchard, Lyric and Strand theatres, giving him full control of the playhouses in that town. Mr. Pouzzner was formerly active in exhibitors' circles in Connecticut. He has opened offices in the Metropolitan Theatre Building, Boston, and it is understood that he is negotiating for several other playhouses. Outside Massachusetts he has taken over the Royal at Olneyville, R.I.

**J. H. Moore**, who has been booker for Famous Players at Boston for some years, has been promoted to salesman and is covering the Western Massachusetts territory.

**Thomas Duane**, formerly booker for Famous Players at the Portland, Me., office, has been promoted to advertising sales manager at Boston, with the same company.

The Casino Theatre at Quincy, Mass., recently taken over by **William J. Bigley**, who operates the Olympia at Hampton Beach, N.H., will be extensively remodeled and modernized by the new owner. It will hereafter be known as the Lincoln and has been leased for a term of years to the Lincoln Theatre Co., recently organized.

**Miss Celia Shapiro**, formerly with Film Booking Office, Boston, has been appointed secretary to **R. W. Cobe** at the Tiffany Exchange, Boston.

**Joseph Blot** has been named salesman for Western Massachusetts and Rhode Island for Tiffany.

**Famous Players-Lasky Corporation**, which for some years has occupied an exchange at 8 Shawmut Street, Boston, has moved into its newly erected building at 58 Berkeley Street, corner Lawrence Street, about two blocks removed from its former location and in a section not heretofore within the bounds of Boston's Film Row.

**W. H. Erb** is branch manager, **George Shaeffer** is district manager, and **J. Frank Shea** is sales manager.

New Haven, Conn., theatres all held benefit performances Sunday for the Florida Relief Fund and contributed approximately half of the Red Cross quota of \$15,000 as-



The pleasant smile belongs to **William J. Clark**, booker of the Stanley Company of America, Philadelphia. **Pat Dowling**, on his Christie Comedy Drive, was the photographer

signed New Haven. All of those in any way participating in the benefit performances gave their services.

Manager **Joseph Cone** of the Plaza Theatre, Worcester, sent a check for \$350 to the Worcester Red Cross fund for Florida relief, representing the receipts from the Friday matinee benefit.

Red Cross workers have established headquarters in three of Springfield's theatre lobbies, at the Capitol, Poli's and the Broadway, for Florida funds.

**R. C. Cropper**, branch manager of Pathe exchange, Boston, has closed his summer home at Hull and with his family has taken up his residence in Brookline, Mass.

**William DeWolf**, former exhibitor and salesman, who has been seriously ill for the past 18 weeks, has so far recovered as to pay a visit to Film Row the past week, his first visit in four years. He received a royal welcome from his host of friends.

**Samuel Goldstein** of the Goldstein Brothers circuit of Western Massachusetts was welcomed about the Row during the week.

Culmination of a romance of Film Row came Sunday when

**James A. Curran**, assistant manager of the Pathe exchange, Boston, and **Miss Louise M. Lynch**, a stenographer at the Pathe exchange, whose home is at 4 Ogden Street, Dorchester, were married at St. Gregory's Church, Dorchester. **Charles Curran** of Melrose, brother of the groom, was best man and the maid of honor was **Miss Helen Lynch** of Dorchester, sister of the bride.

The wedding trip will be by auto to Washington, Niagara Falls and Canada and they will make their home at 44 Rugby Road, Mattapan. They were the recipients of many beautiful gifts, particularly from their legion of friends in Film Row.

**Sam Moscow**, sales manager for Independent Films, Inc., who recently underwent an operation at the Bay State Hospital, Boston, has sufficiently recovered to return to his home and expects to be back at his desk inside two weeks.

**Sam Davidson**, Western Massachusetts representative of Consolidated Films, Inc., has been transferred to the New Haven exchange of the same company, succeeding **Harold Eskin**, resigned.

The staff at the Metro-Goldwyn-

Mayer exchange, Boston, has organized an M.-G.-M. Club and has elected these officers: president, **M. N. Wolf**, branch manager; vice-president, **Henry Eckman**, office manager; treasurer, **Henry Wolper**, cashier; secretary, **Miss Josephine Kahn**. The club's social activities will commence with a dance next Monday night, Oct. 18.

**M. N. Wolf**, branch manager of Metro-Goldwyn-Mayer's Boston exchange, spent several days in New York on business and took in the World Series games there.

**Joseph Cohan**, shipper at First National's Boston exchange, is breaking in as assistant booker for the same company. He has been with the exchange for the past nine years.

Metro exchange was the gathering place for the Row during the World Series games, returns being received there via radio during the entire series.

The new theatre acquired by Universal in Lowell, Mass., will probably be named the Capitol, and it is now expected that it will be ready for its opening about Nov. 1st. It will seat about 1,200.

**A. Bizerofsky**, who acquired the Allen & Charet circuit in New Bedford, Mass., following the death of the latter partner, was in Boston arranging for his winter programs at his several houses.

**L. C. Hacking**, division manager of Producers' Distributing Corp., has returned from a business trip to Albany, Buffalo and New Haven and incidentally made a trip to New York to take in the World Series opener.

**Benjamin Bebsick** has been made poster clerk at Producers exchange, Boston.

After a six weeks' business trip in Europe, **E. M. Loew** returned Saturday, October 9, on the *Berengaria* to New York. During his absence affairs of the Boston offices were looked after by **Phil Berler** and **Max Finn**, booker and general manager respectively.

A Casino to contain motion picture theatre, and a clubhouse are to be built at Hull in time for opening next July 1, by the Colonial Casino Corp. **Martin Towle** in charge. **O. J. Gette**, of New York City, is architect.

## Philadelphia

**JULES E. MASTBAUM**, president of the Stanley Company of America, has just returned from a trip to Chicago and New York. While in Chicago he attended the national convention for Jewish welfare as district delegate.

**Charles Segal**, who recently purchased the Amber Theatre from **A. Schwartz**, has reopened the house under the name of Segal's Castle. Mr. Segal spent approximately \$30,000 on the theatre in repairs and improvements.

The Stanley Company has already started work on its Wynnefield Theatre. The house will have a seating capacity of 1,500 and will house 4 stores and apartments in addition to the auditorium, representing an investment of close to one half million dollars.

**Frank N. Seltzer**, who has been publicity director and manager of the Fox Theatre in Philadelphia, has been appointed managing director of Warner Bros. Metropolitan Theatre in Baltimore and was recently installed in his new position

by **Joseph Hebrew**, district manager for Warner's.

The Cameo Theatre, 52nd and Midway, which has been closed for several months, while \$35,000 was being spent on improvements, has reopened under the Stanley-Benn management. **John J. Brennan**, formerly manager of the Darby Theatre, has been appointed resident manager.

Paramount Exchange will move on or about January 15th from its present quarters at 1212-18 Vine

Street to the S. W. corner of Twelfth and Vine Streets. The latter building is being entirely remodelled and renovated and will give Paramount a far more desirable location than it has at present. It is reported that the old Paramount quarters will be occupied by **P. D. C.**

The Stanley Company and **Marcus E. Benn** have purchased a lot in Norwood and will erect there a 1,800-seat theatre, which, it is expected, will be ready for business by the latter part of April.





# Albany

**M**ONDAY night of this week was an important event in the life of George Roberts of this city, marking as it did the opening of the Eagle Theatre, owned and to be operated by Mr. Roberts and his son. There was a big turnout for the opening and father and son were complimented on all sides. The theatre will be a second-run house and Mr. Roberts will make a feature of his projection.

The Shine Brothers have a most attractive theatre in the Palace in Auburn, just re-opened, after having been closed the greater part of the summer for general improvements. The house is ably handled by J. Edward Wise, who makes a big appeal for patronage through projection that is unequalled. Mr. Wise reports business as being excellent.

Stage hands and musicians in Troy are asking for an increase in wages and negotiations are now pending.

Alex Herman, local manager for Producers Distributing Co., spent the week end in New York City.

Slotnick and Pearlman are building a new theatre in Utica that will be known as the James. It will be a neighborhood house, with a seating capacity of about 900 and will be ready on January 1st.

A. H. Weismantel will reopen the theatre in Oriskany on October 22, according to a report on Film Row. The house is known as Baer's hall.

Walter Roberts, manager of the Troy Theatre, is already at work among various organizations in that

city toward again running the junior movies on Saturday mornings. The shows have the hearty approval of the parents and authorities and will probably be featured during the months to come. Mr. and Mrs. Roberts, who have been living in a camp the past summer at Burden Lake, have now moved into the city.

M. J. Hogan, an auditor for First National, was in town during the week and will probably be here for several days yet.

Rae Candee, of Utica, is reported as having been ill for the past two or three weeks from rheumatism.

The theatre at Chadwicks, which was a sort of community house and which was badly damaged by fire some months ago, is now being repaired and will be in shape to open within a few weeks.

There is one thing certain, and that is, that the theatre in Fulton does not worry Mike Bloom of Syracuse to any extent. Mr. Bloom comes to Fulton about twice a month and remains for less than an hour. He explains things, however, by saying that he has a good manager and that the daily reports by mail tell the story.

Mike Kallet of Oneida was the center of attraction in that city last week when he appeared with a new car and with a special body that instantly became the envy of every automobilist in all Oneida. Aside from talking about his car, Mr. Kallet did mention that good progress was being made on his new theatre.

William Benton of Saratoga

Springs is taking a great deal of interest these days in the work of the Chamber of Commerce in his city. Mr. Benton believes that the growth and an activity of a city or village is reflected first of all in the motion picture theatre.

The local Universal exchange is being repainted at the present time and will be the first of the many exchanges that moved into the new building to be completely settled. A projection machine was installed last week.

There was a lively party at the Metro-Goldwyn exchange one day this week in connection with the announcement of the engagement of one of the young ladies employed there.

The Empire Movie Supply Company is moving this week into new quarters in the Film Exchange building. Elmer Crowingshield is supervising the moving.

Mr. and Mrs. Dennis Regan, running the theatre in Greenwich, have just installed a very attractive illuminated sign giving coming attractions.

For a lengthy name, the Strand in Auburn will carry off first honors in Central New York. The house is handled by Joseph Schwartzwalder. The other night the lobby of the theatre was a mass of flowers, with two or three comfortable chairs about, giving the house a most distinctive appearance. The house is a first-run, three changes to the week.

D. J. Harrington, one of the owners of the Palace in Saratoga Springs, does the booking and

practises law as well, yet is never too busy to see the film boys when they call. The month of August is always the biggest of the year at the well-known resort and this past August beat out all other years at the theatre. A recent offer for the theatre, made by a five-and-ten-cent chain, was refused.

Between serving as the village detective and running a theatre, Frank Wurm, owner of the Star in Salem, is a busy individual these days. Mr. Wurm was a state trooper at one time.

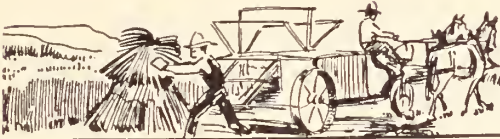
Jack Krauss attended Monday's meeting of the film salesmen in Albany and asked that every man work hard to distribute as many tickets as possible for the ball that will be given by the combined organizations in Albany on November 19th.

Charles Henschel, assistant division sales manager for Pathe, was in town during the week.

Jake Rosenthal, owner of the Rose, in Troy, will have a harvest week soon, when his lobby will be piled high with pumpkins and similar farm produce. He will give a special program during the week.

Jake Golden, back at his duties at the Griswold in Troy, remarked that after being ill for nine months, he returned to Film Row and knew but one or two of the present managers, so many changes had taken place.

A bowling league has been formed among the employes in the theatres in Troy.



# Des Moines



**M**ISS BELLE MILLER, who used to be with Pathe and who, since June, has been in New York City, has returned to Des Moines. She is doing some special work with Metro-Goldwyn-Mayer.

The Fox Film Corporation formally opened up their offices in Des Moines on September 27 at 1022 High Street, the new office building especially constructed for the new exchange headquarters. B. B. Reingold came from the Fox office at Omaha to take the managership of the Des Moines office. He has as his office and sales force as follows: Ray Brown, booker, who also came from the Omaha office; John Dixon, salesman, who comes from Omaha; Harry Gottlieb, who for a good many years was with Universal in Des Moines, but has been most recently in Omaha; P. H. McClintock, who was with the booking staff of Famous Players in Des Moines; Grace Gannon, stenographer, who used to be with Metro-Goldwyn-Mayer; Venus Thornton, another member of the stenographic staff; Grace Reckseen, cashier; Alice Weaver, biller; Rosella McDevitt, contract clerk; Hermann Steinkemp, shipper; Joe Brindley, postal clerk; James Moore, porter, and on the

inspecting staff Alice Miller, Lela Whitlock and Mrs. Gladys Goodwin. The Fox Film offices are the latest thing in efficient and convenient arrangement and equipment.

Johnny Clark, western division sales manager, from the New York office, has been in Des Moines. The salesmen were called in to confer with Mr. Clark. District Manager A. W. Nichols, from Minneapolis, was also in Des Moines.

Promotions were won all along the line at the Universal office when L. J. Allison, booker, was transferred to the St. Louis office and Al Yarowsky, who was short-subjects booker, became booker. Mr. Allison went to St. Louis at the request of Manny Gottlieb, who was recently transferred from the managership of the Des Moines office to take charge of the St. Louis branch. With the promotion of Mr. Yarowsky came the transfer of Mr. M. Lee, cashier, to short-subjects booker, while

Miss Dorothy Gonterman, contract clerk, was promoted to the cashier's department. Alice Gannon, who was formerly with F.B.O., now has charge of the billing for Universal, and Ruby Miller, who used to be biller, was promoted to the stenographic staff. An addition to the staff is Miss Reynolds, who is now in the contract department.

A. G. Stolte, booking manager and theatre supervisor for the largest part of the A. H. Blank string of theatres, has been out of town visiting the tri-city theatres and in Iowa City for the inspection of the new theatre being constructed there by Mr. Blank. Blank recently bought the LeClare Theatre at Moline, which is one of the theatres of which Mr. Stolte has supervision. The theatre is now closed for remodeling and redecorating, but will be opened the middle of this month. It has not yet been announced whether Mr.

Shrimps will remain as manager of the LeClare under the new ownership or not. The theatre at Iowa City which is being constructed on the site of the Englert Theatre, which burned down completely last winter, will not be open for another month yet. The new theatre will far outclass any theatre hitherto constructed at Iowa City and will probably be one of the leading theatre points.

Clifford Niles of the Eastern Iowa Theatres Corporation, with headquarters at Anamosa, was in Des Moines last week and announced that he is on the lookout for several good theatres to add to the company's chain.

Ollie Reese, who used to be with the A. H. Blank offices in Des Moines, has resigned her position.

Visitors in Movie Row last week included Manager Curtis of the Redfield house, Stanley Cecil of Bedford and Corning, and W. P. Grossman of Nevada.

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DEVELOPING AND PRINTING MOTION PICTURE FILM





## Canada



THE softball team of Famous Players Canadian Corp., Toronto, has won many honors during the 1926 season just closed. First of all, the team captured the championship of the Toronto Industrial League and then won the city open and district honors in play-offs. The film club has now captured the Ontario Provincial title in a series of games with Peterborough. The members of the team are employees of the corporation, either at head office or with Toronto theatres operated by Famous Players.

The Grand Theatre, Calgary, Alberta, re-opened for the fall and winter season on October 11 under the continued management of Maynard S. Joiner. The Grand was formerly operated by the late Sir James Loughheed, who was a Canadian Senator. It is now under the lease of Famous Players Canadian Corp., Toronto.

James Lynch, former manager of the Dominion Theatre, Vancouver, B.C., has made a big jump to Windsor, Ontario, where he has been appointed manager of the Palace Theatre by Famous Players Canadian Corp., Toronto, the Windsor Palace being one of the latest Canadian houses to be acquired by Famous Players. After being closed for several months, the Palace was recently re-opened. The theatre had been remodeled inside and out by William Dineen, Toronto, the decoration expert of Famous Players in the Dominion.

Jack Laver has become manager of the York Theatre, Toronto, in succession to G. K. McCrae. This is a well-known suburban house operated by Famous Players for some years. It was once owned by the late Harry Brouse of Ottawa, when the manager was Frank Robson, now manager of the Orpheum and the Royal theatres at Port William, Ontario.

George Roetskey, well-known managing-director of the Palace Theatre, Montreal, was a recent visitor at the Hotel Astor, New York City. Mr. Roetskey spent the better part of the week in New York's film markets in the interest of his Montreal house.

F. G. Spencer, of St. John, N.B., owner of a chain of theatres in the three Maritime Provinces of Canada, has regained his health after a long period of illness and is once more actively engaged in the direction of his many houses. He is building a new theatre at Grafton and Great George streets, Charlottetown, Prince Edward Island.

Mr. Spencer has about 20 modern theatres in the three Provinces of Nova Scotia, New Brunswick and Prince Edward Island. In addition to the house now being built, he has two in Charlottetown, the Prince Edward and the People's theatres.

H. W. Burton, popular member of the staff of Regal Films, Limited, Toronto, has been presented with a purse containing \$20 in gold by the members of the Regal organization, the money to be placed to the credit of Joyce Clara Burton, the first arrival at the Burton household. The present was from H. B. O'Connor, Toronto branch manager and 11 other members of the staff.

Ted Gould, manager of the Winnipeg branch of Regal Films, Limited, has recovered from an operation on his throat and has resumed his activities at the branch.

John T. Fiddes, formerly an exhibitor of Montreal, is now with Harold G. Hutchings as lessee of the Playhouse Theatre, Winnipeg, Manitoba, Mr. Fiddes being the manager of the house. The Playhouse was recently decorated and improved, while new projection and electrical equipment has been installed.

The Globe Theatre, Duluth and St. Lawrence streets, Montreal, Quebec, has been acquired by E. Savatoni, a veteran exhibitor of the Canadian metropolis.



## Chicago



MAX BALABAN, of Balaban & Katz, and Dave Dubin, of Educational Film Company, have returned from Minocqua, Wis., where they enjoyed a fortnight's fishing.

Lewis Thompson, district manager of Associated Exhibitors, left Chicago for Los Angeles this week, and while on the coast will visit the various exchange managers in that territory.

A very successful party was given by the Paramount Pep Club, the organization of local Famous Players-Lasky employees, on Friday night at the exchange. The general salesroom was cleared of desks and dancing was enjoyed there to the music of a six-piece orchestra. Art Friemel, of the Paramount organization, proved

that he can direct orchestras as well as sell film.

Will Baker of Universal, is the latest recruit to the ranks of the married men. Manager Roy Alexander acted as best man at the ceremony, which united Mr. Baker with Ruth Chesler, of Chicago.

Lee Woodyatt, popular Warner Brothers' salesman, who has been ill in the Murphy Hospital for some weeks, is improving and was able to return to his home. It, however, may be some time before able to return to his home. It may, however, be some time before he is back on the job.

Manager Agnew and Assistant Manager Washburn of Famous Players-Lasky's Chicago exchange, are planning to attend the convention of mid-west managers which

will be held at French Lick Springs, the latter part of this month. Sidney R. Kent is expected to preside at the meeting.

Word comes that Al Bachman, for three years manager of Universal's Randolph Theatre in Chicago, has successfully staged the premier at this company's new theatre in Springfield, Mo., of which he is the manager.

Mr. and Mrs. Cunningham, of the Zaring Theatre, Indianapolis, visited Film Row last week and also looked over the leading Chicago theatres. Another out of town exhibitor seen on South Wabash Avenue was Mr. Davies of the Salon Theatre, Spencer, Ia.

Former Country Sales Manager Flam, of United Artists' Chicago exchange, has resigned to become

publicity director for Lubliner & Trinz's Belmont Theatre.

Hal Hern of Paramount's sales force has been transferred to Indianapolis, and H. F. Neal is now covering the west side territory, which Mr. Hern had been working.

Bill Washburn is enjoying a week's vacation, playing golf on the Davenport, Ia., links.

Manager Clyde Eckhardt of Fox Film Corporation's Chicago exchange, has appointed William J. Clark as office manager, to fill the position formerly held by Roy Miller, promoted to sales representative, working out of the Chicago office. Mr. Clark has arrived from Minneapolis to take up his new duties.



## Denver



DAVE HESS, owner and manager of the beautiful new Granada Theatre of Monte Vista, Colo., spent the week in Denver arranging service with exchanges for the coming winter months. Mr. Hess states that his part of the State of Colorado has enjoyed unusual prosperity and as a result his business is away above the average and bids fair to continue.

Jim Zimmerman, veteran exhibitor operating in Bridgeport and Bayard, Neb., has sold the Ideal Theatre of Bayard to C. B. Millet, the transfer taking effect immediately. Down in Burlington, Colo., another change took place a week ago when H. G. Mork sold the Midway Theatre to V. S. Hennrich of Denver.

According to several wires received by exchanges Friday, the Star Theatre of Lordsburg, N.M., operated by W. D. Hall, burned completely to the ground Thursday night. No details of the fire have yet been received. The theatre was recently sold by R. M. Briel to Mr. Hall.

Joseph H. Ashby, First National manager, has left for a several days' sales trip on the western slope of Colorado. Mr. Ashby was accompanied on part of his trip by Jim Morrison, a First National sales representative.

M. C. Gerhart, Fort Collins, Colo., exhibitor, operating the Empress Theatre in that city, is in New York City, where he was

called because of the serious illness of his sister.

Sid. Weisbaum, F.B.O. manager, and Eugene Gerbase, manager of Associated Exhibitors, have returned to their desks after spending the week visiting exhibitors in the southern part of the State.

Wm. Cook, well-known exhibitor operating the Opera House of Dawson, N.M., has returned home after a little vacation visit with relatives and friends in Chicago.

J. Barnett, of the Sunshine Amusement Co., Albuquerque, N.M., has reopened the Crystal Theatre of Albuquerque, featuring first- and second-run pictures.

Mrs. W. R. Logan, operator of the Rex Theatre, Basin, Wyo.,

was a Denver visitor last week, transacting business with the various exchanges.

Eldon Menagh, owner of the Star Theatre, Fort Lupton, Colo., has bought the Mystic Theatre, a Denver suburban house. The Mystic has been closed for several months.

The new Aladdin Theatre on E. Colfax Avenue is rapidly nearing completion. The grand opening is now scheduled for October 28th. This beautiful new theatre, the most elaborate ever constructed in these parts, is being built by Harry Huffman, owner of the Bluebird and Bide-a-wee theatres, and president of the M.P.T.O. of Colorado.





## Seattle



**A. A. HALEY**, salesman for Manager George P. Endert's local Famous Players exchange, has been confined to his home for the last ten days by illness, but is expected to return to the road within a short time.

Roy C. Czerny, theatre operator of Kent, and George Strigley, proprietor of a White Center Theatre, recently announced plans for the erection of a new theatre and office building in Des Moines, Wash. Construction work was expected to begin within a month.

Jack Ben Hayon, formerly associated with the San Francisco *Chronicle* in the theatre department, arrived here recently and has established a special exploitation bureau for the assistance of the Pacific Northwest showmen and exchanges that do not maintain their own staff. His plan is to serve approximately fifty Northwest houses with weekly exploitation, publicity and advertising material and service at moderate cost.

Ben F. Rosenberg, special representative of the Fox Film Corporation, featuring short subjects, spent several days here recently with the local executive and sales staff. Mr. Rosenberg was formerly manager for the Metro exchange in Salt Lake City, and is known by several of the local film magnates.

H. C. Weaver, head of the H. C. Weaver Productions of Tacoma, spent a few days here last week in conference with Dave Frazer, manager of the Producers' Distributing Corporation exchange. P.D.C. has recently taken over the releasing of Mr. Weaver's last two pictures.

Jan Sofer, former director of the concert orchestra at Grauman's Egyptian Theatre in Hollywood, Cal., arrived here last week to assume the directorship of the Coliseum Theatre Concert Orchestra. He replaces Sam K. Wineland, who resigned last week after an

association of practically eight years with the Jensen-Von Herberg circuit. Al C. Raleigh, manager of the Coliseum, plans to make the thirty-piece Coliseum ensemble the foremost theatre orchestra in the Pacific Northwest and will feature his musical offerings each week.

Will Hudson, Pathe News cameraman in the Northwest territory, returned from the Ellensburg Rodeo last week, relating a miraculous tale of personal escape from injury. While shooting scenes at the Rodeo Mr. Hudson unknowingly became the target for a charge of a wild horse, and only exceptional speed prevented his being seriously injured. The only damage suffered was a shattered camera tripod, which Mr. Hudson believes far less serious than a shattered career.

Actual work on the construction of the new \$1,250,000 Orpheum Theatre in this city began last week when Manager Carl Reiter and

Mayoress Betha B. Landes took turns shoveling the first spadeful of earth at informal groundbreaking ceremonies. It is planned to have this new 3,000-seat house ready for opening in August, 1927, at which time the Orpheum will assume a combined vaudeville and feature picture policy.

Mrs. Jack Bower, wife of the manager of the local First National exchange, recently fell on the stairs at her home and is now confined to the hospital with a fractured vertebra, where it is expected that she will have to remain for several weeks.

E. H. Haubrook's new Manhattan Theatre in this territory, located eight miles north of the Seattle City Limits on the Pacific Highway, opened to capacity business last week, and is now operating on a regular evening schedule. The house is declared to be architecturally and theatrically perfect in practically every detail.



## Milwaukee



**THE** theatre situation in Kenosha is the cause of a great deal of gossip among film men. At various times within the past few months it has been rumored that three different theatres would be built. Saxe is reported as being prepared to remodel the old Rhode opera house. Universal has quieted rumor by their announcement that they will shortly begin construction on the site on which they have held an option for some time.

H. J. Fitzgerald, general manager of the Saxe Amusement Enterprises, has returned from a short trip to New York.

After a three months' tour throughout Europe, Rudolph Kopp has returned to the Wisconsin Theatre as director of the orchestra. Mr. Kopp brought with him many adaptable ideas from music centers abroad. During Mr. Kopp's absence, Glen Welty conducted the Wisconsin orchestra.

Mr. and Mrs. Hafer of Sheboygan, attended McVickers Theatre,

Chicago, to witness Vitaphone. Mr. Hafer manages the Rex and Gem theatres at Sheboygan.

Hyman L. Ballard has adopted the offices of Progress Pictures as winter quarters.

The Opera House at Maribel, Wis., was formally opened on October 2nd by Frank Pacourek.

The Community Theatre, West Allis, has been leased by H. Loebel, to Mr. Deleo, who began operation this week.

William Cuddy, director of publicity of Saxe Amusement Enterprises, is making a tour of the state, visiting the various Saxe houses.

Aug. Bergholz, manager of the Mermac, West Bend, spent a few hours along Film Row recently.

Marvin Harris, formerly managing the Madison at Detroit, has been appointed manager of the Lake Theatre to succeed Earl Rice.

M. Van de Vaart, of the Van de Vaart Theatre at Sheboygan, was a recent Milwaukee visitor.

J. A. McDonald, who until re-

cently was manager of the Badger at Merrill, was in Milwaukee to see his friends this week.

Emil Franke, formerly assistant manager at the Orpheum, has been appointed manager of the Fern Theatre. He succeeds Alex Rice.

W. R. Walsh has joined the sales force of First National and has been assigned to north and central Wisconsin territory.

W. J. Bennie, who manages the Opera House at Menominee, Mich., visited various exchanges during the past week.

Martin Schiff, from New York offices of the Universal Chain, is spending several weeks in Milwaukee negotiating options for new houses.

Frank Sutter, former manager of the Lincoln, has taken over the Pola Negri Theatre of this city.

Robert Winnig has resigned his position as salesman for First National, and has gone to California for his health.

W. E. Dahl, of De Forest, Wis.,

has leased his theatre to the American Legion of that city, which will continue its operation.

The Saxe brothers are interested in the new Belmont Hotel, Milwaukee, which was opened this week. Special inducements are made to film men.

Aug. Bergholz, of the Mermac Theatre, West Bend, and Al Robarge of Merrill sat as exhibitors at the last meeting of the Arbitration Board.

Motion Picture Theatre Owners of Milwaukee and members of exchanges here have started their bowling season. Four clubs have responded and the rivalry is riotous and hot. The local exhibitors meet every Wednesday at noon.

The Rex Theatre, Berlin, which has been operated by W. A. Kempen, closes this month. The lease has been taken over by Edward Starkey, who also operates the Opera House. It is planned to reopen the Rex after extensive alterations.



## Detroit



**MANAGERS** Henry Zapp of P.D.C., and Art Elliott of F.B.O., motored to St. Louis for the World Series.

Mrs. F. Caplan has purchased the Priscilla Theatre, Detroit, from J. Phiffer. F. Gorbeck, formerly connected with Paramount, will manager the house.

Joe Cosco has just signed a long lease for the construction of a new theatre at Warren and Junction avenues. The house is to seat 1,500 people, and it is to be completed about the first of January. This gives Mr. Cosco a chain of six theatres in Detroit.

Jack Saxe, of the Favorit Film Company, installed a radio in the office, where he received the World Series baseball scores.

W. S. Butterfield is to build a new theatre in Muskegon. Location of the house has not been stated as yet.

The Senate Theatre which was scheduled to open on October 4th, had opened Thursday evening, October 7th.

Lester Sturm, Fox manager, has just returned from New York, where he was in conference with the Home Office officials.

James Minter, general manager of A.B.C., has announced the purchase of the Superba Theatre in Grand Rapids. New equipment will be installed and the name of the theatre will be changed to the Ritz.

W. D. Shapiro, general manager of Tiffany Productions, was in Detroit last week conferring with Al Moritz, the local branch manager.

Fitzpatrick & McElroy are to build a new theatre in Ludington, Mich., which will seat around 1,500. This will be their second theatre in that town.

A. J. Kleist, of Pontiac, is to

rebuild the old Eagle Theatre, doubling the seating capacity, and putting in all new furnishings.

Kimmel Brothers have opened up their new East End Theatre at West Warren Avenue last week.

The new West End Theatre was opened last Saturday night. This house has been completely changed to a different theatre. The former seating capacity was only 390 seats, and now it seats 1,000. A large stage and a new organ has been installed. Glen Watkins, who formerly had managed the house will continue as manager.





## Southwest



**A**DMISSION price at the Olympia has been reduced to ten and five cents, according to an announcement made by Abe Silverberg, new owner.

Work on the new Loew Theatre is well under way. It is located on the same block with the new Publix Theatre, which will be open to the public in the near future.

Bennett R. Finn, general director of the Palace Theatre, has named Henry Brownlee house manager. Mr. Brownlee was house manager of the Prince Theatre several years ago, when it was playing a combination picture and vaudeville program.

Jack H. Adams, Home State Film Co.; Bob Ingram, Progress Film Co.; Ed Blumenthal, F.B.O.; John Anthony, Special Representative Paramount San Antonio office, have been in Houston this week on business.

Bob O'Donnold, representative Interstate Amusement Co., attended the opening of the Palace Theatre last week.

Ed Collins, Publix manager in Galveston, was a Houston visitor last week.

Jack Pickens, former film salesman, now an exhibitor in Harlingen, Texas, was in town for a day last week. Mr. Pickens made Houston his home when he worked South Texas for Metro-Goldwyn organization.

Peck's Bad Boys will replace Thomas Fennell orchestra at the Isis Theatre, according to a statement made by Will Horwitz, manager.

The F.B.O. exchange at Oklahoma City reported that busi-



George Panatotas, operator of the State and Nemo Theatres, Johnstown, Pa., "snapped" by Pat Dowling on his Christie Comedy Drive for Educational

ness is rushing with the extra work of booking the official navy picture, "Don't Give Up the Ship," as this exchange was the one appointed to distribute the picture in this territory.

A booking agency for vaudeville acts was formed in Oklahoma City last week and incorporated by the Griffith Bros.' Amusement Company, V. C. Walling of Tonkawa, and B. E. Corrigan of Oklahoma City. The new company will operate in Oklahoma, Arkansas, and Texas, and will handle every kind of short stage attraction. B. E. Corrigan, former manager of the

local Palace Theatre, is general manager and V. C. Walling, field man. Most of the attractions used by the new company will come from St. Louis, Kansas City and Chicago.

W. C. Robertson, who owns the Cozy Theatre at Okmulgee, Okla., but who is now acting as publicity man for Bob Roberson, the western movie star, was in town last week with Bob. The two have just finished a trip through Kansas and Missouri and are now beginning in Oklahoma and Arkansas. They are traveling in a Packard with a Pinto pony along for "local color."

George W. Thornton is now representing Nu-Air Systems in Texas and Louisiana.

Jack Wilburn, who has three theatres in Duncan, Okla., is out on the West Coast taking a vacation. He and Mrs. Wilburn motored out last month following the opening of the new Ritz at Duncan, and from the reports they write back are having the regulation "glorious time."

The \$60,000 Blair Theatre was scheduled to open at Tonkawa this week-end. The new theatre is built on the site of the old Empire Theatre. The Blair is an 800-seat thoroughly up-to-date brick theatre. Tom Blair, who is half-owner with Griffith Brothers in this, will manage the new theatre.

It is reported that at last the contract has been let for the fourth theatre in Ponca City. The new house is to seat 800 and is being built by Montgomery and Houston.

Griffith Brothers started a new theatre at Stinnett, Tex., last week. This theatre will be modeled on

the plan of the Rigg Theatre at Borger, Tex., built by this amusement company.

F. G. Roberts was in from Ada this week buying two new projectors and an electric sign for his American Theatre.

C. T. Rook is building a new 500-seat house at Watonga, Okla. The new theatre will take the place of the present Liberty, which will be dismantled when it is completed.

Jack Meredith, publicity director for Universal in this territory, is now in the publicity department of the Saenger Amusement Company at Dallas.

Carr Scott of Home State Film Exchange here had his Essex coupe stolen last Saturday night. The car, when later found at Siloam Springs, Ark., abandoned by the thieves, was thoroughly stripped. Mr. Scott is now driving a new Nash.

Grady L. James has arrived from Dallas to take the position of office manager and booker for Home State. Mr. James was formerly connected with the Home State exchange at Dallas.

S. G. Hill, traveling auditor for the Warner Brothers, is back again with the local exchange. Mr. Hill was here in July for a short time but left for the presentation of the Vitaphone in New York.

W. W. Caldwell, special ad sales representative for Famous Players-Lasky, was here from New York this week doing some work at the local office.

Mr. L. Fenelon, auditor from First National home office, is spending some time with the local F. N. exchange.



## Salt Lake City



**S**PECIAL Representative Max Stahl from the Educational Home Office in New York is visiting the local exchange for a few days. Branch Manager Clyde H. Messinger is now in the office here to meet Special Representative Stahl, after having made a trip into the Idaho country. Stahl was formerly connected with Select Pictures in the Seattle territory and has a wide circle of acquaintances in this section.

The Gorby Theatre at Glenns Ferry, Idaho, has changed hands according to report. M. C. Hays has sold out his interests to C. J. Babcock.

It is rumored that a football eleven is to be organized on Film Row. Plans are under way to arrange games with some of the professional teams in this vicinity.

James R. Keitz, local manager for the Columbia Exchanges, is leaving this week for a trip into western Wyoming.

Bud Rogers of the Gotham Productions in New York has been working extensively with branch manager Keitz within the past week in the interest of Gotham Productions.

The Cozy Theatre of this city, formerly operated by the F. Dahnken Company, which operates the American Theatre here, has been taken over recently by C. M. Luce, a union operator here.

J. B. Ashton, owner of the Princess and Columbi theatres at Provo, Utah, is spending some time in California.

A meeting of the Utah exhibitors is being held here this week at the Newhouse hotel, with Mel Stringham, owner of the Colonial Theatre at Ogden, Utah, as president of the association.

Manager Mathew Aparton of the Universal exchange in this city is getting ready to leave for the northern territory. Tony Hartford is still making the southern Utah country, while Jimmie Beale is in the Idaho branch. Miss Irma Dahl, stenographer here, is leaving some time in November, due to the fact that she is becoming Mrs. V. A. Russell. Cashier C. W. Peck and Assistant Manager Eli Winward of this office brought down twenty-two ducks recently.

Commissioner Harmon Peery and Lou Peery with his young son are visiting the local Film Mart

this week in the interest of their Ogden and Egyptian theatres. Harmon Peery is at present putting over a project to repave Washington Avenue in Ogden, and is also putting in a new lighting system there.

T. M. Chesler of the Princess and Gem Theatres at Bingham, Utah, is among exhibitor visitors here this week.

L. W. Weir, division manager for Producers Distributing Corporation, left the local exchange for Los Angeles, after a visit of a few days.

Assistant Manager Dave Barnholtz of the local Producers Distributing Corporation is spending one week's vacation in Denver. Sales Representative Bob Epperson, who has recently joined the Producers sales force, lived up to the rumor of a few weeks ago and is now married to a young lady from Logan, Utah. Epperson covered quite a territory, his wife being of Cache County, his marriage license being procured in Box Elder County and having been married in Weber County, according to reports.

J. F. Young, newly appointed

salesman for United Artists here, is making the southern Utah country at present.

J. E. Ryan, owner of the Liberty Theatre at Brigham City, Utah, is lining up new business at the local Exchange Row.

Sam Burger, Special Representative for Metro-Goldwyn-Mayer, and District Manager Seth D. Perkins will be in this city within a day or two from Denver.

Manager L. C. Wingham of the local Metro-Goldwyn-Mayer office is in from a trip to Butte, Mont.

Russell Egner is expected back this week from a sorrowful trip to Pennsylvania, where he was called, due to the passing on of his mother. He has the inexpressible sympathy of many friends here.

Manager J. A. Epperson of the local Pathe office has returned from a trip into Idaho.

W. F. Gordon, manager here for Associated First National, is now in Montana territory.

C. MacKain, Special Representative from the Associated First National Home Office, is in this city from the Pacific Coast for a visit of a few days.





# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION



## Is Service Running Away with Showmanship?

*Some Critics See Tendency to Over-Shoot the Mark in Theatre "Courtesy Codes"*

IS "service" running away with "showmanship," causing theatre men to go to extremes in their efforts to heighten the *entente cordiale* between the playhouse and the public by means of "politeness and courtesy codes" which prescribe an overdose of smiles and "thank yous" addressed to the ticket buyers by members of the house staff?

In certain quarters of this world we know as "show business" there may be found many who believe that there is at present a tendency to over-stress the "service" idea. "We read and we hear," these particular dissenters declare "many dissertations on the virtues of 'service' in which enthusiasm for the subject leads the writer or the lecturer to give the impression that 'service' is even more important than the show itself." They add that it is perfectly true that "the public appreciates courteous treatment, but there is such a thing as carrying politeness to an extreme which makes the object of it uncomfortable and therefore defeats its own purpose."

### *Tendency to Over-do Good Thing*

The rather common human tendency to overdo a good thing makes it ever worthwhile to listen to the protests which inevitably find voice against anything and everything to which there attaches the slightest trace of newness or departure from the customary line of procedure. And a good purpose is served thereby if the "voices" induce a man courageous and progressive enough to step out in a new direction to consider the course he has taken and check up on the experiment before he travels too far along his newly plotted path. Concentration on an idea often puts men in the position of the one "who could not see the trees because of the forest he was in," and a voice from the outside may well save one on the inside from such an extremity.

Among the voices from the "outside" in this connection, are those of the professional critics. One of the motion picture critics who is in agreement with the opinion that there can be such a thing as too much "efficiency and courtesy" is Morris Watson of the Omaha, Neb., "World-Herald," whose column "Projections" in the issue dated Sunday, September 26, dealt with the subject, and which we quote below as an expression of opinion and the reactions of one visitor to a theatre where the new idea of "service" is in vogue.

"Since the movies have decided they are a big industry," he writes, "the efficiency spirit has been spreading until now it is invading the bleak steppes and blowing a chilling breath into the furthest corners of theatredom." Then recalling the nickelodeon of bygone days, he continues:

"But efficiency has replaced all this with gaudy emporiums of politeness, with broader smiles for broader coins. It's bigger and better. Ah, me! one now enters a temple of cinema with the feeling that his shoes are conspicuously unshined.

### *"Efficient" Politeness*

"An expert accountant has replaced the gum chewer in the box office—the one who used to mildly ballyhoo the show and tell one that it sure is a great film that's on to-day. Now it's a quick 'thank you, sir,' as a machine spits out the tickets according to which button the automatic young lady presses and a 'next please' before one has time to ease out of the way.

"'Thank you, sir,' echoes the doorman who is all dressed up in a grasshopper uniform, his head high and shoulders competing in a backward swing with his elbows somewhat after the fashion of the cartooned British butler. A bow and a smile are thrown in and one visualizes that semi-weekly lecture in which is outlined principles of Service and Psychology of Politeness, with emphasis on 'the voice with a smile wins.'

### *The Prescribed Smile*

"But hold everything! One has not yet met 'the staff,' of which the cashier and doorman are but house units Nos. 1, and 2, respectively. There are other doors to pass through, a generalissimo usher yet to give his prescribed smile and a whole school of usher captains yet to wave polite hands toward the aisle in which one is supposed to confer quickly with a mere private among the ushers as to the possibility of getting a seat when the next 'show unit' comes to an end.

"No more may one squint his eyes in the dark, bark his shins on resting feet and finally sit in the lap of an outraged president of the town's League for Reading Questionable Novels. Mr. Usher flashes a light and says in his politest manner 'excuse the gentleman please' as if one were

*(Continued on next page)*

## Equipment

## A Common Cause

—By P. M. ABBOTT—

AT the meeting of the S. M. P. E. which we attended last week, the full difference between technical and engineering organizations and associations formed for the purpose of commercial promotion was demonstrated. Often have we been present at meetings of groups of individuals from this industry gathered supposedly to work for a common cause of mutual financial and business betterment. And in nearly every one of these meetings have we seen internal friction mar the unity of purpose of these groups. Always this dissension was the result of an effort on the part of one or more individuals to place his personal gain first.

Unquestionably, many of our readers are members of some such organization, and know only too well the circumstances to which we refer. But strictly technical societies are different—so very different—that to attend their meetings is refreshing.

That the S. M. P. E. is a worthy example was demonstrated during the meeting at Briarcliff Manor. Here one of the sessions was used for the discussion of the future policies of the Society. The subject proved a live one. Many of the members vigorously advanced their ideas and rebuttals were equally positive. But note this—the whole membership attending that session was interested in the future policies from one standpoint only—how the S. M. P. E. could be of greater service to the motion picture industry. There was not a word spoken that might be interpreted as advancing a selfish motive.

This industry has reason to be proud of the S. M. P. E. It had a hard struggle, due primarily to the lack of appreciation of the value that an engineering organization could be in this field to build itself into the place it now holds.

And in the process of building to its present stage, the S. M. P. E. has shown the other branches of this business what wholehearted and unselfish cooperation can accomplish.



## Overdoing Courtesy Some Critics Declare

(Continued from preceding page)

acting strangely and really should be excused for some overt act.

"Comfortably rushed into a seat, one is just in time for, say, 'show unit' No. 17. The organist makes a bow in the spotlight and dips artistic fingers into a bushel of shining ivory keys. There flashes upon the screen, which has your gaze because you are waiting for a movie to be shown, the words of a song. 'Come now, everybody join in the chorus. Let's go!' Shades of ripe tomatoes long past soup! They want a fellow to be his own show!

"It's prettier, it's grander, it's gaudier and a bit more like church. But this being herded through marble halls doesn't have the appeal nor the romance that was to be found behind the less pretentious wooden fronts bespeckled with bloody western posters.

"The show doesn't count any more. It's ceremony now—and Service!"

## Pank Booking Talent for "Discovery Nights"

Bob Pank, who has been putting on the discovery nights at the various Loew houses in Cleveland, with unprecedented success, has organized his own department for this branch of work, which is being called the Ohio Booking Offices. The offices are located apart from the general offices of Loew's Ohio Theatres, Inc., in the State Theatre Bldg., with Pank as general manager. The stunt started last season at the State Theatre, a downtown house. This season it has spread to the suburban Loew houses and is now a regular weekly feature at the Park, Doan and Liberty.

## Bothner Quits Smalley for Post With Schines

Al Bothner, who has been a sort of right hand man for Bill Smalley of Cooperstown, has resigned and gone with the Schine circuit. Bothner was originally from Troy and has had a great deal of experience both on the stage and in handling theatres. It is understood that in his new position Mr. Bothner will continue to dig up amateur talent for shows at various Schine houses.

## Staff Holds "Go-Getter" Dinner

The employees of the Strand Theatre, Hamilton, Ontario, enjoyed a "Go-Getter" dinner and dance which was held under the direction of Manager H. E. Wilton. The price of admission for each was one good suggestion for securing more business at the theatre and many ideas were exchanged.

## The MANAGER'S OFFICE

LESTER J. FOUNTAIN is now managing director of the West Coast-Bernstein circuit of houses in Southern California. He has under his direction 18 of the company's theatres, including houses in Pasadena, Glendale, Los Angeles, Huntington Park and Taft.

J. C. WODETSKY is managing the Majestic houses in the Butterfield circuit in the mid-west, and Poli theatres in New England.

C. P. SCATES has been placed in charge of the American Theatre in Butte, Mont. The house is one of the North American Theatres' chain.

## Illusion Prologue Popular With Costume Dramas

By Morris Rosenthal  
(Majestic Theatre, Bridgeport)

A novelty illusion prologue suitable for presentation with almost any type of picture but particularly effective with costume dramas, recently scored a popular success at the Majestic. The simplicity of the presentation, which requires little expenditure, recommends it for consideration by other theatres and for that reason is described in detail.

The title under which we offered it was "The Birth of a Dancer." The stage is set with a 12-foot candle made from beaver board and cut to shape, painted white. The interior is hollow and shows two large sprays of flowers. Gradually before the eyes of the audience the flowers begin to vanish and the form of a girl dancer is seen to fade in slowly. This continues until the flowers have vanished and the dancer appears in plain view. She steps out of the candle, does her specialty and steps back again when the process is reversed, girl vanishes and flowers appear again. It is very puzzling and caused considerable comment when shown here.

## Records Fall as Paul Ash Continues Performances

Paul Ash and his orchestra gave their two thousandth Chicago performance on October 4th, breaking all records for Chicago, and it is believed for any other American city, for a series of continuous performances. Ash has been appearing in Chicago for the past seventeen months, starting at the McVickers Theatre and moving over to the Oriental when the latter house opened, and during this period, approximately four million people have attended his performances.

## Wilton Staging Novel Acts As "Surprise" Features

"Surprise Nights" are proving quite a hit at the Strand Theatre, Hamilton, Ontario, under the direction of Manager H. E. Wilton. On these nights, which are held every Monday, Manager Wilton contrives to put over a stunt that is different to the usual run of presentations. On one occasion recently, Mr. Wilton engaged a male vocal trio, but they did not appear on the stage at all. The three singers were seated in the audience and, when the time came, they each lighted a cigarette and started to smoke. Ushers went down the aisles and the offenders finally promised to be good if they were allowed to sing. They then went to the orchestra pit and did their stuff there.

Another "Surprise Night" stunt was the appearance of a bagpipe band of 10 pieces, which marched in from the front of the theatre and around the aisles to the stage. On another occasion, Mr. Wilton had a boy singer, dressed in the uniform of an usher, sing in the body of the house—only to be stopped by a policeman through being supposedly under age. The argument is finally settled when the policeman agrees that there is nothing to prevent the boy singing in the theatre but not on the stage. Mr. Wilton finds that these stunts get people talking and they come to see what is going to happen next.

## Festive Program Celebrates Murray Anniversary

This was a festive week at the Murray Theatre, suburban house of Kansas City managed by Jay Means. The theatre opened six years ago last Sunday and the event was observed with suitable celebration. All week vaudeville acts were added to the programs of feature pictures, while Sunday night the Kansas City Juvenile Entertainers staged a revue which packed the theatre.

## Paul Witte Celebrates 20th Year as Bijou Manager

Paul Witte celebrated his 20th year as manager of the Bijou Theatre in Decatur, Ill., on October 6th. The event was celebrated with a special program during the week and an affair given the employees of the theatre by Mr. Witte on the date of his 20th anniversary as manager of the Bijou.

## Bohlig Orchestra at Wausau Grand

Elmer H. Bohlig, formerly a manager and musical director with the Steffes Amusement Enterprises of Minneapolis, is now musical director at the Grand Theatre, Wausau, Wis.



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# Fox Academy Opens With Elaborate Bill

## New York's New Mid-Town House Features De Luxe Type Bills

THE New Academy of Music, occupying a site opposite that on which stood the old Academy on Fourteenth Street, near Irving Place, New York City, was opened to the public last Monday night by William Fox. The new theatre, which becomes the "flag-ship" of the Fox chain in New York, began its career as the home of first-run features and elaborate stage offerings with a lavish program which brought to the mid-town section the de luxe type of presentation provided by the big Broadway cinema palaces.

The New Academy, which has a seating capacity of about 4,000, presents four shows daily of programs comprising photoplays supported by stage attractions and music by a symphony orchestra under the direction of Erno Rapee and a pipe organ operated by Alexander Richardson and Frank Adams.

The opening screen production was the Fox adaptation of Harry Delf's stage comedy, "The Family Upstairs." The stage portion of the bill offered the Kouns Sisters, sopranos; Emil Boreo, late of the Chauve-Souris; Borrah Minevitch and his harmonic symphony orchestra; Allan K. Foster's Academy girls and a ballet staged by Anatole Bourman with Mile. Klemova and M. Daks in the principal roles.

S. J. Stebbins is the managing director of the new theatre and Edward Renton is house manager.

## Peggy English Featured in State Presentation

The stage presentation offered by the "State Bunch" in conjunction with the showing of "Upstage" at the State Theatre, Detroit, last week, featured Peggy English, and had Fred Stritt and Russ Morgan appearing in their customary roles of leaders of the entertainment. Others in the act were Rich and Snyder, singing team; and John and Mary Jennings, dancers.

## Remodeled Granby Opens Paramount Home in Norfolk

The Granby Theatre, remodeled and refurnished, was reopened as the home of Paramount pictures in Norfolk, Monday, October 3. The attraction offered on a special bill signaling the occasion was "Tin Gods." The first performance was presented to an invited audience, the guests of Wilmer and Vincent and presided over by a "Miss Paramount" as hostess.

## Bigger Stage Shows Offered at Isis, Kansas City

The first invasion of larger type stage novelties into suburban theatres of Kansas City has been announced with the change of policy at the Isis Theatre. The change to vaudeville and feature pictures at the Isis was announced this week, following the acquisition of that theatre by Universal.

## Isham Jones Current Wis. Offering

Isham Jones and his band are playing the Wisconsin, Milwaukee, this week as the stage offered in conjunction with the screen attraction, Eddie Cantor in "Kid Boots."



ATMOSPHERE FOR "SPARROWS"

Photo above shows stage setting in which the prologue to "Sparrows" (United Artists) was presented at the Victory Theatre, Denver, Colo. Devised and staged by Manager Walter League

## Colin O'Moore Returns to Capitol Stage

Colin O'Moore, concert tenor who recently made his debut as a featured soloist in a picture theatre at the Capitol, New York, returns to that house this week as one of the attractions Major Bowes is presenting in connection with Greta Garbo's new screen vehicle, "The Temptress." O'Moore sings "Ship of Dreams" as his leading number. The musical bill also provides Celia Turrill's rendition of "Song of the Soul." The ballet feature is entitled "The Legend of the Amethyst" with Joyce Coles in the principal role.

## Royal Welch Choir Stage Feature at Rivoli

The Royal Welch Choir is offered as the stage feature instead of the usual Publix unit show at the Rivoli Theatre, New York, this week. The screen attraction for the week is "The Quarterback," Richard Dix's new Paramount vehicle. The program also offers Irmanette, violinist dancer; a James A. Fitzpatrick, Music Master feature, "Giuseppe Verdi"; the Rivoli Orchestra in an overture featuring selections from "Sari"; Murtagh at the Rivoli organ, and Rivoli Moviements.

## Frolic Staged by Plunkett Featured at Stanley

The second of the Joseph Plunkett stage presentations being circuit to certain houses in the Stanley group, was the feature of the bill surrounding the screen attraction, "The Amateur Gentleman" at the Stanley Theatre, Philadelphia, last week. The production was offered as the second edition of the Stanley Frolic. Kitty McLaughlin, the Stanley-Mark Strand Male Quartet, Estelle Carey and Betsy Rees were among the featured performers.

## Two Musical Features With Photoplay at Eastman

The Eastman Theatre, Rochester, presented two musical stage features last week on an elaborate program surrounding the

photoplay attraction, "Battling Butler." These were titled "Back Through Melody Land," in which recent song hits and dances were featured, and "The Blue Room," an ingeniously staged offering introducing excerpts from Richard Roger's musical comedy "The Girl Friend." The scene for the latter first showed a huge blue print and then the interior of the room that was designed from it—the setting in which Martha Atwell and Howard Laramy sang numbers from "The Girl Friend."

## Charles Previn to Direct Orchestra at Roxy

Charles Previn, until recently musical director for the Skouras Brothers at the Missouri and later the Ambassador theatres in St. Louis, has been engaged to direct the orchestra at the new Roxy Theatre, New York, scheduled to open in February. Previous to his entry last February in the motion picture field as musical director, Previn had charge of the Municipal Opera Company at St. Louis, which he joined in 1921 after eight years as general musical director of the Klaw and Erlanger Enterprises.

## 30 in Cast of Revue Staged at Minneapolis State

A colorful stage revue titled "In Old Madrid" was the supplementary attraction at the State Theatre, Minneapolis, last week, when "3 Bad Men" was offered as the screen feature. The revue featured Jack Russell, Josephine Davis, Don McKinnon, Bernice Fetch, Mirth Mack, the Triggs and Bob Brose and the Spanish Serenaders.

## Proctor's Reduce Prices to Meet Strand in Troy

The fact that Proctor's Fourth Street house in Troy, reopened this fall with a 50 cent admission price, probably means a stiff fight for patronage during the months to come with the Strand interests. The Proctor house will show vaudeville and pictures in competition with the Troy, also a fifty cent house, with pictures alone.

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View of the stairways leading to the stadium balcony of Woonsocket's new playhouse. The house is situated in the heart of the Stadium Realty Corporation's million dollar development and has been leased to Publix

## Preview Program Opens Woonsocket Stadium

*Rhode Island's Governor Formally Dedicates  
Latest Publix Link the Following Night*

**T**HE new Stadium Theatre which is the latest link in the Publix chain, was officially opened with a preview performance Sept. 26, at which the Mayor and prominent state officials spoke. Governor Pothier will formally open the last public performance the following evening.

This new theatre situated in the heart of the city is part of the million dollar realty development of the Stadium Realty Corporation. The building includes four stories of offices and a two-story arcade for stores. The theatre has been leased to Famous Players-Lasky Corp., and will be operated for Publix by William P. Gray, of the Maine and New Hampshire Theatres, Corp. It was announced at this opening that the Stadium was the one hundred and thirty-fifth theatre now operated by William G. Gray.

The policy of the Stadium, which seats 1,283, will be pictures and presentations, with changes twice weekly. The house is equipped with the most modern stage effects and can play the largest road shows. The night scale will be thirty-five and fifty with all seats thirty cents at the matinees.

The orchestra was conducted by N. W. Finston, of the Publix music department, at the preview showing. Harry Mark, of the Publix home office, received the key from the builders in behalf of his corporation. G. E. Guise, formerly of the Miles circuit in Detroit, is the resident house manager.

The arcade and lobby entrance, 65 by 47 feet, is arranged with a broad centre aisle fourteen feet wide leading directly from the street to the foyer doors of the theatre. At both sides of the entrance to the lobby are arched, recessed panels and bronze frames displaying attractive hand-done art work on current attractions.

Along both sides of the arcade lobby are large leaded plate glass windows of colonial design and over the central portion is a decorative sky-light which adds to the architectural beauty and floods a large area with light.

The entire lobby is quietly but richly decorated with caenstone walls, verde antique polished marble wainscote, terrazzo floor, fluted columns dividing the panels, and ornamented ceiling.

Separating the outer and inner lobby is a set of metal and plate glass doors, over which are panels carrying hand-done art work descriptive of attractions and like panels are on the opposite side in the inner lobby. The manager's office is located at the right of the inner lobby.

Another set of metal and plate glass doors separate the inner lobby from the foyer, and adorning the ceiling of this lobby is a beautiful painting of a reclining figure done by the distinguished artist, Maurice Compris.

The spacious foyer of the theatre, eighty feet long and twenty feet wide, is a veritable work of art, and the arched and vaulted ceiling is handsomely decorated in turquoise blue, Italian red, ivory and gold.

### *Luxuriously Furnished*

The period furniture, chairs, divans, lounges and tables adorning this foyer, also the ladies' reception and dressing room and the men's smoking room, was all specially designed and built for this theatre.

In the central portion at left of the foyer is a finely proportioned ornamental fireplace and mantel, which are reflected in the plate glass mirror which graces the broad double stairway leading from the foyer to the upper portion of the stadium.

The staircases have ornamental metal

railings and posts surmounted with gold bronze finials of beautiful design.

Large inviting Italian settles and arm chairs, some covered with crimson damask, some in soft green brocade and other harmonizing colors, and massive hand-made Italian floor candelabra are but a part of the altogether charming furnishings.

At the end of the foyer is a decorative tile drinking fountain conforming in style with the fountains flanking the mantel in the centre and provided with an ice chamber for cooling the water.

Opening from the foyer at each end are the ladies' reception and dressing rooms and the men's smoking room. Both these rooms are paved with the rarest of tile in decorative figured designs in colors permanently set with glazed enamel. All this tile was imported from Holland originally for use in the Cathedral of St. John the Divine, New York City, but the design was not thought exactly suitable for a church and Mr. Darman secured them at great expense for the Stadium Theatre. Both ladies' and men's rooms are Dutch in design.

Adjoining both these rooms are toilet rooms lined throughout with white vitrolite glass and with ornamental Grecian border done in black and gold.

Leading from the foyer are also the coat room, ushers' room, matron's room and janitor's room, the check room being at the right extreme end, where there is also a wide exit door.

Entrance to the theatre auditorium is through spacious open corridors leading from the foyer to the orchestra and loges and by stairways leading to the stadium balcony.

### *Unobstructed View*

The auditorium is of the stadium design and is 120 feet long by 90 feet wide, having a seating capacity of about 1,500. The balcony is practically a continuation of the orchestra or main portion of the auditorium, but with a greater pitch. There is absolutely unobstructed view of the entire screen and stage from every seat in any part of the auditorium.

The Adam period ornamentation is retained throughout. The pilasters in the auditorium are notable in that each one has embodied in its design the portrait of some famous musician or stage celebrity. In two of them Mr. Compris has painted the portraits of the children of Arthur I. Darman, owner of the theatre.

The auditorium ceiling and walls are decorated with beautiful designs done in turquoise blue, ivory, salmon and gold.

The proscenium arch with cartouche bearing the Stadium insignia in the centre has ornamented mouldings and on either side over the boxes are the organ grilles.

The boxes, two at either side of the proscenium arch, are handsomely draped with silk velvet in turquoise blue with gold fringe and embroidered with complimentary colors.

The main stage curtain and valance is of silver metal cloth with fringes and tassels of turquoise blue, and the asbestos curtain is painted to simulate turquoise blue velvet with deep fringe at bottom.

The Rudolph Wurlitzer Company has installed its latest type of double unit concert organ, which is said to be the largest and finest possible in a theatre of this size. There are also two Steinway grand pianos.

(Continued on page 1609)



# Apparent on the screen

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Three views of the Sanford Theatre, Irvington, N.J., the latest addition to the large Stanley-Fabian circuit. Spanish design prevails throughout the house. Note the artistic decoration of stage and proscenium

## Sanford, Irvington, Latest Addition to Fabian-Stanley Circuit

**T**HE Sanford Theatre, newest addition to the chain of Fabian theatres in New Jersey, was auspiciously opened by a group of film executives at Irvington, Monday night, September 13. The playhouse, which is situated at Springfield and Sanford avenues, is only twenty minutes away from the heart of Newark.

Jules Mastbaum, president of the Stanley Corporation of America, with which the Fabian interests are aligned, was chief speaker. He complimented the Fabians on the magnificence of the new \$500,000 theatre and stressed the point that Irvington patrons could look forward to the same type of high type entertainment as offered in Newark.

Jacob Fabian, vice-president of the Stanley Company, was also a speaker. Osear L. Weingarden was master of ceremonies. Others who made addresses were Mayor D. H. Green of Irvington, William Ford of the Kiwanis Club and Louis Golding, who with Mr. Weingarden built the playhouse. This theatre is under the direction of the Fabian Circuit.

The Sanford is declared to be a suburban theatre with such elements of decoration, coziness and excellence that it compares

to and ranks with the best playhouses of its type in America. The Sanford is Spanish in design and the same idea has been carried out in the interior. The plans were drawn by William Lehman, of Newark, while the decoration was done by Signor Margelotti, of New York, who did the interior painting of the Theatre Guild.

The theatre has a seating capacity of 2,000. Velour plush chairs have been spaciouly installed for the comfort of patrons. Music is supplied by the latest model Wuritzer organ.

### Memphis Suburban Theatres Rapidly Progressing

Construction work has started on two suburban motion-picture theatres to be erected in Memphis, Tenn., one to cost in the neighborhood of \$75,000, and the other about \$50,000.

The Rialto, the larger of the two, is being built by the Dixie Amusement Company on Jackson Avenue. Plans call for a seating capacity of 1,000 and strictly up-to-date equipment.

The other house, the Lamar Theatre, at Lamar Boulevard and Kyle Street, is being erected by Joe Mocerì and Paul Zerilla.

The Lamar will also seat 1,000 and be modern in every respect.

Both theatres are expected to be ready for business during the early part of December.

### Two New Theatre Projects for Westminster, B.C.

According to a recent report, New Westminster, B.C., will soon have two new motion-picture theatres.

One of these is to be located uptown and the other on Columbia Street. The backer of the former project is E. J. Timms of Langley Prairie. Mr. Timms has already had plans drawn for the erection of a modern theatre at Sixth Street and Fourth Avenue.

The other theatre, it is said, will be built on a vacant lot across from the city hall. A Vancouver firm of architects have been commissioned to draw the plans for the building which will have a seating capacity of approximately 1,000. The estimated cost of the proposed house is \$100,000.

### Fine and Kramer Plan New Cleveland Playhouse

Meyer Fine and Abe Kramer of Cleveland, who recently withdrew from the Ohio Amusement Company and are now forming a new circuit of their own, announce that they are having plans prepared for a 1,800-seat theatre to be built at Union Avenue and East 114th Street to cost \$150,000. Nicola Petti, who has done most of the recent suburban houses, is the architect. Work is expected to be started on the two-story structure within two weeks with hopes of its completion in February. In addition to the theatre the building will have nine stores and office space.

### Award Contract on Wm. Fox St. Louis Theatre

Contracts have been awarded for the wrecking of the existing building and the clearing of the site of the \$5,000,000 William Fox theatre, hotel and office building project to be erected at Grand and Washington Boulevards, St. Louis, Mo.

The new theatre designed by C. Howard Crane of Detroit will seat 5,000 persons on the main floor and balcony and will be the largest theatre in the Middle West.

### May Build at Canon City, Colo.

Following the sale of his Sarah Theatre, Canon City, Colo., to P. B. McCormick, who operates the Jones Theatre in Canon City, J. J. Sarah recently announced that he planned to build another motion-picture house in the near future.



Exterior view of the Lucas Theatre, Savannah, Ga. Arthur Lucas, one of the best known exhibitors in the States, is the owner and manager



# Governor Formally Dedicates Stadium Theatre; Woonsocket, R. I.

(Continued from page 1606)

one for stage use and the other in the orchestra. The orchestra platform is of the most approved design and arrangement and large enough to accommodate easily twenty musicians.

So far as stage equipment and scenery is concerned this theatre has as fine equipment for showing pictures and vaudeville attractions as any of its size to be found anywhere.

## Portable Stage Towers

Aside from the auxiliary lighting, which will be done by the spotlight and effect machine from the projection booth, the stage itself is equipped with two immense towers twelve feet in height, which are portable and which carry twelve powerful electric lamps, by means of which extraordinary lighting effects can be produced. There are also six flood lights, six standard spotlights, bunch lights, etc., besides the full complement of borders and footlights.

A notable feature is a battery of twelve spotlights fixed in the grille of the ceiling above the orchestra pit, and so arranged as to throw thin beams of light on the orchestra performers and which may be used singly or in numbers.

The projection room and generator room are located at the top of the theatre in the

extreme rear. The equipment is the exact duplicate of that recently installed in the Metropolitan Theatre, Boston, and is sufficient for any de luxe theatre anywhere in the world.

There are three of the latest model Simplex projectors with high intensity arcs, and pulling 120 amperes of current and Mestrum spotlight.

## Florida Bond Issue Gets Strong Support

Citizens of Gainesville, Fla., have given their whole-hearted support to the issuance of a bond which is to provide for them a modern Motion Picture theatre, practically every one seeing the need of such an institution, according to report.

Disposition of the bonds which, it is claimed, will pay interest at the rate of 24 per cent in the monthly allotment of tickets, is progressing satisfactorily according to those in charge.

Plans of the agents are said to provide for the redemption of the bonds at the rate of \$5,000 a year.

## Schine Buys Theatre Site at Cortland, N.Y.

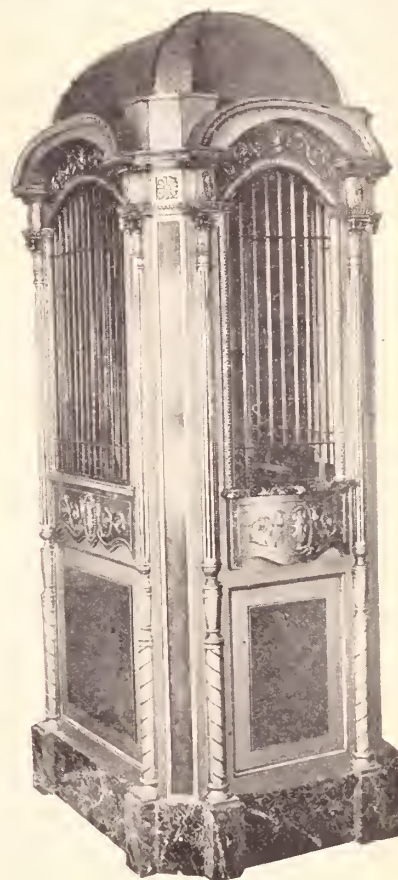
The Schine Theatrical Corporation of Gloversville, N.Y., owners of some sixty-odd theatres in upper New York State, are about to erect a new house at Cortland, N.Y.

The corporation recently closed a deal whereby it purchased a site 150 feet by 250 feet on the main street of Cortland, where a 1,700-seat playhouse is planned. The theatre will be equipped for motion pictures, vaudeville and stage attractions.

## Final Plans Prepared on Coffeyville House

Final plans have been prepared by C. A. Henderson, 118½ West 9th Street, Coffeyville, Kas., for the new theatre J. B. Tackett will erect on West 8th Street, Coffeyville, Kas. The new building will be one and two stories, 50 by 120 feet and cost about \$50,000. Brick, concrete and terra cotta will be the principal construction materials.

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## Detroit Theatre-Hotel a \$2,000,000 Project

GROUND has been broken for the construction of the new Miles Theatre which is to be located on the north side of Adams Avenue, between Park and Clifford streets, Detroit, Mich. The theatre is to seat about 4,000 people and a 17-story hotel is to be erected in conjunction with the theatre.

Charles H. Miles stated that the theatre-hotel will cost approximately around \$2,500,000, and that the theatre will be known as the Oriental, and the hotel as the Miles. The architectural motif of the theatre will be oriental, and the general design, wall mosaics, statuary, paintings and lighting effects will contribute to the plan.

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# Projection

## Optics, Electricity, Practical Ideas & advice

### Inquiries and Comments

#### The Reflecting Properties of White Paints



MUCH has been said concerning the light reflecting properties of paints in general, and yet little has been said when the concrete information available on the subject is considered.

In view of this "Yes and No" aspect of the situation, we cannot help but feel that some real tangible data, based on tests over a very extended period of time, will go far toward throwing some light on a subject, which, figuratively speaking, has been shrouded in darkness.

Time and again we have received requests for information on the proper method of resurfacing motion picture screens and the best paints to use in connection therewith.

A search for the necessary information in current lighting literature has, for the most part, brought to us some very general statements, with only a consequent need, on our part, for passing the buck along to the inquirer.

#### Tests Results Are Available

Now, fortunately, some rather definite figures are available concerning the reflection factor and depreciation under various conditions of usage of all commonly used white paints, so that there is no further need for handing out guesswork recommendations on screen surfaces.

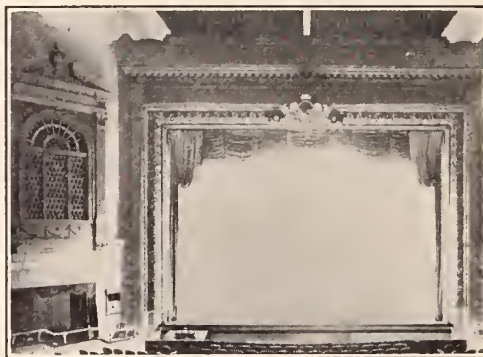
While the test figures in question relate specifically to the use of such paints on surfaces other than those used for motion picture screens, we can see no reason why they should not apply as well to the latter.

The entire range of white paints is covered from Glass White to Flat White. Obviously, from a picture projection standpoint, we are interested only in paints of last named type, since the thing desired is the selection of a paint for use in connection with a diffusing type of screen.

The results revealed by the tests on the entire series of paints are so pertinent, however, that they are all being given, since it is not inconceivable that this information will be of service for purposes other than that of resurfacing motion picture screens.

#### Improvements in Paints

A considerable number of tests and investigations have proven that a pure white is generally most suitable for reflecting as much of the light flux as possible.



View of the stage, organ grille and one of the boxes in the new Stadium Theatre, Woonsocket, R.I.

All things considered, white paint is probably of the greatest interest in connection with illumination and two years ago a series of tests were undertaken by the engineering department of the Edison Lamp Works to determine first, the kind of white paint having the highest initial reflecting power when applied to various surfaces and second, to determine the rate of depreciation of the various paints under different conditions.

Within the last decade there has been a marked improvement in the reflecting properties of commercial white paints. This is due to a realization of the importance of the matter on the part of paint manufacturers, and the application of research to the problem. Ten years ago the average reflection factor of industrial white paints, when new, was less than 70 per cent; now (as will be shown later), the average is well over 80 per cent.

#### Two Varieties of Paints

In general, paints may be divided into two varieties—oil paints and water paints—depending upon the liquid which is used as a vehicle for the pigment. Oil paints, although more expensive, are much more durable than water paints, and can be cleaned. They act as preserving coats for the surfaces to which they are applied. Many previous tests have shown the rapid depreciation of water paints and it can be said without further comment, that they should be used only as a temporary measure.

In this tests mentioned above, 26 samples of various compositions were applied to wood, concrete, and metal surfaces. Two specimens were prepared with each sample on each of the surfaces. One set of these specimens was sealed in a dust-proof cabinet having a glass front and the cabinet was then placed in such a position as to receive direct north sky light.

The test on this set of specimens would show what might be called the inherent depreciation of the paint, or that due to the action of light alone.

The second set of samples was placed close to the ceiling in a factory building where there was a certain amount of very small metallic and graphite particles in suspension, and a fairly high percentage of products of combustion. This test would show the acquired depreciation which a paint would have under conditions which would be considered more severe than those encountered in normal service.

#### Average Reflection Factor

The initial measurement of reflection factor of the 26 different samples of white paint tested, showed an average value of 81.1 per cent. The highest value observed was 87.6 per cent, which is for a flat white paint having *titanox lead* and *free zinc* as pigment material.

The lowest value was 75.5 per cent for a flat white paint with *lithopone* as the pigment material.

The tests showed that the character of the material to which the paint is applied has practically no effect on the rate of depreciation, and, further, that the type of finish (gloss, eggshell, or flat, had, on the average, little effect on the rate of depreciation.

(To be concluded)

### Waller of Ward-Leonard, Talks On Projection

Alfred E. Waller, of the Ward Leonard Electric Company, delivered a talk before the American Projectionists Society on Ward Leonard Ribbohm Resistors in regard to their application in projection apparatus and other fields.

This talk was most interesting, inasmuch as it brought out in detail all the various characteristics of this type of resistors and proved very enlightening to the projectionists who heard the address.

Mr. Waller showed that the Ward Leonard Electric Company have been developing dimmers for projection work for years and that this latest type was most efficient for the application to which it was put.

### Plans New Playhouse for Everett, Wash.

Ray E. Connell, former theatre operator at Aberdeen and Hoquiam, Wash., and who recently purchased the Hoyt Hotel on Hewitt Avenue, Everett, Wash., has lately purchased a structure at 2822 Wetmore Avenue, Everett, where he plans the construction of a motion-picture theatre.

#### Break Ground at Carlsbad, Cal.

Ground was recently broken for a new motion picture theatre at Carlsbad, Cal. The building will be of reinforced concrete and tile and will contain two stores on the ground floor. A well equipped stage is included in the plans.



## Saxe Announces 3,000-Seat Milwaukee House

Saxe Amusement Enterprises announces that it will erect a new theatre in Milwaukee on the north side, with a capacity of 3,000, at a cost of approximately \$1,000,000. Construction is to begin at once. Castilian motif will be used in the design. The house will have both mezzanine and balcony floor; a stage large enough to accommodate a stage presentation; and two large organs. Rapp and Rapp of Chicago are designers. Erection of this house completes the building program as announced by Saxe four years ago. At the present time, the Saxe group controls 45 theatres in Wisconsin.

## Steel Work Completed on Grauman's Chinese

Much interest in Los Angeles these days is being centered on the huge steel framework of the \$1,000,000 Chinese theatre being erected by Sid Grauman. It is said that eight hundred tons of steel have been so far used in the building. When completed for its opening, which is scheduled for February 1, this new house will undoubtedly be one of the outstanding show places on the Pacific Coast.

## Ulrich Reopens Midland, Pittsburg, Kans.

H. E. Ulrich manager of the new Midland Theatre, Pittsburg, Kans., recently announced the reopening of that house. The Midland was formerly known as the Klock Theatre and has been closed for

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## Will Spend \$100,000 on Danville Theatre

THE Home Theatre Company, operating the Terrace, Fischer and Palace theatres, Danville, Ill., are at present planning to remodel the Terrace Theatre to the tune of \$100,000.

Additional seats will be installed, which will increase the seating capacity from 1,550 to approximately 2,500. The owners will also equip the Terrace with an efficient cooling and ventilating system. When the Terrace remodeling is completed, the house will rank with those having the most up-to-the-minute equipment.

several weeks undergoing a remodeling process. A marquee has been added, the lobby has been entirely rearranged, the interior has been remodeled and redecorated and a Wurlitzer-Hope Jones orchestral organ installed.

## Includes 2,000-Seat House in Bronx Project

One of the largest building operations in the Bronx, New York City, is being carried on in the Kingsbridge section at West Two Hundred and Thirty-first Street and Broadway by the Naples Holding Corporation, Dominick Napoli, president. Nine apartment houses, accommodating 578 families, fifty-nine stores, a bank, and a 2,000-seat motion picture theatre will be included in the project. The land area is 600 square feet.

## Award General Contract on Missouri Theatre

The general contract for the construction of the \$500,000 Missouri Theatre, store and office building on Edmond Street, St. Joseph, Mo., has been awarded to the W. J. Assenmacher Construction Company, Lincoln, Nebr., and construction will get under way immediately. The C. H. & S. Amusement Co., headed by J. H. Cooper, 390 Riverside Drive, New York, is the owner.

The building will have two stories, balcony and basement and cover a site 75 by 140 feet.

## Progress to Second Story at Grand Island

Workmen are now busily engaged on the second story of the \$200,000 Capitol Theatre, Second Street, Grand Island, Neb., being erected by the Universal Chain. The house was designed by John Ebersohn 212 East Superior Street, Chicago, Ill., while the Goehring-Sothman Company are the general contractors. It will cover a site 66 by 132 feet.

## Promote Mississippi Theatre

Messrs. Moore & Gregory are promoting a 1,000-seat theatre for Tupelo, Miss., to be erected on the site of the Read Hotel. Details of the project are not yet available.

## Blank Plans House at Chariton

The A. H. Blank Enterprises, Des Moines, Ia., plan to erect a \$50,000 theatre in Chariton, Ia. Details have not been decided.

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# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Arizona Streak, The	Tom Tyler	F. B. O.	4640 feet	April 3
Bar C Mystery, The	Phillips-MacDonald	Pathe	5 reels	
Barrier, The	L. Barrymore-Day	M-G-M	6480 feet	April 3
Bat, The	Special Cast	United Artists	8219 feet	Mar. 27
Beverly of Graustark	Marion Davies	M-G-M	6977 feet	May 8
Beyond All Odds	Eileen Sedgwick	Chesterfield	5 reels	
Blue Blazes	Pete Morrison	Universal	4659 feet	Jan. 23
Broadway Billy	Billy Sullivan	Rayart	5000 feet	
Chip of the Flying U	Hoot Gibson	Universal	6596 feet	Mar. 6
Combat	House Peters	Universal	6714 feet	Feb. 20
Coming and Going	Buffalo Bill, Jr.	Artclass	5000 feet	
Crossed Signals	Helen Holmes	Rayart	4318 feet	
Dancing Mothers	Special Cast	Paramount	7169 feet	Feb. 27
Dangerous Virtue	Jane Novak	Lee-Bradford	6000 feet	
Desperate Chance, A	Bob Reeves	Rayart	4462 feet	
Forbidden Waters	Priscilla Dean	Prod. Dist. Corp.	5335 feet	April 17
Gilded Highway, The	Devore-Harron	Warner Bros.	6927 feet	April 17
Hearts and Spangles	Wanda Hawley	Lumas Film	5980 feet	May 8
Hell's Four Hundred	Margaret Livingston	Fox	5582 feet	
Her Second Chance	Nilsson-Gordon	First National	6420 feet	May 8
Highlanders, The	Tilden-Daw	Assoc. Exhib.	5486 feet	May 1
High Steppers	Hughes-Astor	First National	6136 feet	
Let's Get Married	Richard Dix	Paramount	6800 feet	Mar. 13
Little Irish Girl, The	Dolores Costello	Warner Bros.	6667 feet	April 10
Man From Oklahoma	Jack Perrin	Rayart	4807 feet	
Midnight Thieves	H. Rawlinson	A. G. Steen	5 reels	
Miss Brewster's Millions	Bebe Daniels	Paramount	6457 feet	Mar. 20
Monte Carlo	Special Cast	M-G-M	6512 feet	April 10
New Klondike, The	Thomas Meighan	Paramount	7445 feet	Mar. 27
Night Patrol, The	Richard Talmadge	F. B. O.	5085 feet	Mar. 20
Non-Stop Flight, The	Special Cast	F. B. O.	5650 feet	April 17
Nutcracker, The	E. E. Horton	Assoc. Exhib.	5785 feet	April 17
Oh! What a Nurse	Syd Chaplin	Warner Bros.	6967 feet	Mar. 6
Other Women's Husbands	Blue-Prevost	Warner Bros.	6721 feet	April 3
Out of the Storm	Logan-Burns	Tiffany	7000 feet	May 1
Perils of the Coast Guard	Special Cast	Rayart	5375 feet	
Red Dice	Rod La Rocque	Prod. Dist. Corp.	6 reels	April 3
Roaring Forties, The	Special Cast	Jans		
Sap, The	Kenneth Harlan	Warner Bros.	5519 feet	
Sea Horses	Special Cast	Paramount	6671 feet	Feb. 27
Secret Orders	Evelyn Brent	F. B. O.	5486 feet	Mar. 27
Self Starter, The	Reed Howes	Rayart	5194 feet	
Siberia	Special Cast	Fox	6950 feet	April 24
Six Shooting Romance	Jack Hoxie	Universal	4869 feet	Jan. 30
Social Celebrity, A	Adolphe Menjou	Paramount	6025 feet	May 8
Taxi Mystery, The	Roberts-Agnew	Sterling Pict.	5052 feet	
Test of Donald Norton	George DeWalt	Chadwick		
Three Weeks in Paris	Moore-Devore	Warner Bros.	6050 feet	May 8
Unknown Dangers	Frank Merrill	Hercules	4700 feet	
Untamed Lady, The	Gloria Swanson	Paramount	6132 feet	Mar. 27
Vanishing Hoofs	Wally Wales	Artclass Pictures	5000 feet	
Whispering Smith	H.B. Warner-L. Rich	Prod. Dist. Corp.	6155 feet	April 10
Windjammer, The	Billy Sullivan	Rayart	5016 feet	
Yellow Fingers	Olive Borden	Fox	5594 feet	April 10

## APRIL

Feature	Star	Distributed by	Length	Reviewed
Big Show, The	Lowell-Russell	Assoc. Exhib.	5385 feet	May 15
Blind Goddess, The	Special Cast	Paramount	7249 feet	April 3
Border Sheriff, The	Jack Hoxie	Universal	4440 feet	Mar. 13
Broadway Gallant	Richard Talmadge	F. B. O.	5510 feet	June 5
Brown of Harvard	Pickford-Brian-Haines	M-G-M	7941 feet	May 8
Buried Gold	Al Hoxie	Rayart	4643 feet	
Call of the Klondike, The	G. Glass-D. Dwan	Rayart	5803 feet	
Crown of Lies, The	Pola Negri	Paramount	5020 feet	Mar. 27
Desert Gold	Special Cast	Paramount	6900 feet	Mar. 20
Dance High	Buffalo Bill, Jr.	Artclass	5 reels	
Dangerous Dude, The	Reed Howes	Rayart	5087 feet	
Early to Wed	M. Moore-K. Perry	Fox	5912 feet	May 15
Earth Woman, The	Alden-Bonner	Assoc. Exhib.	5830 feet	
Exquisite Sinner, The	Nagel-Adoree	M-G-M	5844 feet	May 1
Fast Freight, The	Helen Holmes	Rayart	3514 feet	
Fighting Boob, The	Bob Custer	F. B. O.	4496 feet	May 1
Fighting Buckaroo, The	Buck Jones	Fox	5096 feet	May 15
Fighting Shadows	Leo Maloney	Clarion Photoplays	4900 feet	
For Heaven's Sake	Harold Lloyd	Paramount	5356 feet	April 24
Impostor, The	Evelyn Brent	F. B. O.	5457 feet	May 15
Isle of Retribution, The	Lilian Rich	F. B. O.	6388 feet	May 27
Kiki	Norma Talmadge	First National	8299 feet	April 17
Lucky Lady, The	Special Cast	Paramount	5942 feet	
Mike	Sally O'Neill	M-G-M	6755 feet	Jan. 23
Mile. Modiste	Corrine Griffith	First National	6230 feet	May 15
Money Talks	Windsor-Moore	M-G-M	5139 feet	May 22
Old Loves and New	L. Stone-B. Bedford	First National	7423 feet	April 24
One Punch O' Day	Billy Sullivan	Rayart	5064 feet	
Only Way, The	Special Cast	United Artists	6850 feet	May 1
Paris At Midnight	Special Cast	Prod. Dist. Corp.	6995 feet	May 8
Riding for Life	Bob Reeves	Rayart	4357 feet	
Runaway, The	Special Cast	Paramount	6271 feet	May 8
Rustlers Ranch	Art Acord	Universal	5230 feet	April 24
Rustling for Cupid	George O'Brien	Fox	4835 feet	
Sandy	Madge Bellamy	Fox	7850 feet	April 24
Seventh Bandit, The	Harry Carey	Pathe	6 reels	Mar. 27
Silence	Warner-Reynolds	Prod. Dist. Corp.	7518 feet	June 12
Silken Shackles	Irene Rich	Warner Bros.	6061 feet	May 8
Silver Fingers	George Larkin	Elvin Film	5000 feet	May 1
Sir Lumberjack	Lefty Flynn	F. B. O.	5129 feet	April 10
That's My Baby	Douglas MacLean	Paramount	6805 feet	April 24
Tony Runs Wild	Tom Mix	Fox	5477 feet	

Feature	Star	Distributed by	Length	Reviewed
Tramp, Tramp, Tramp	Harry Langdon	First National	5831 feet	April 10
Twin Triggers	Buddy Roosevelt	Artclass	4800 feet	
Volga Boatman, The	Special Cast	Prod. Dist. Corp.	10050 feet	May 1
Watch Your Wife	Virginia Valli	Universal	6980 feet	Feb. 27
Western Trails	Bill Patton	Chesterfield	5 reels	
Why Girls Go Back Home	Miller-Brook	Warner Bros.	5262 feet	May 1
Wild To Go	Tom Tyler	F. B. O.	4570 feet	May 8

## MAY

Feature	Star	Distributed by	Length	Reviewed
Black Paradise	M. Bellamy-E. Lowe	Fox	4962 feet	June 12
Boob, The	George K. Arthur	M-G-M	3020 feet	
Chasing Trouble	Pete Morrison	Universal	4585 feet	
Galloping Cowboy, The	Bill Cody, Jr.	Assoc. Exhib.	5000 feet	May 29
Glennister of the Mounted	Lefty Flynn	F. B. O.	5480 feet	June 19
Greater Glory, The	Special Cast	First National	9710 feet	April 17
Hands Across the Border	Fred Thompson	F. B. O.	5367 feet	June 5
Hell Bent for Heaven	Miller-Harron	Warner Bros.	6578 feet	May 15
It's the Old Army Game	W. C. Fields	Paramount	6 reels	July 24
Jade Cup, The	Evelyn Brent	F. B. O.	4656 feet	
Looking for Trouble	Jack Hoxie	Universal	4362 feet	
Man Four Square, A	Buck Jones	Fox	4744 feet	May 22
Masquerade Bandit, The	Tom Tyler	F. B. O.	319 feet	July 10
Moran of the Mounted	Reed Howes	Rayart	5303 feet	
Morgan's Finish	Special Cast	Tiffany	7500 feet	
My Old Dutch	O'Malley-MacAvoy	Universal	7750 feet	May 8
Narrow Escape, A	Bob Reeves	Rayart	3954 feet	
Paris	C. Ray-J. Crawford	M-G-M	6 reels	June 12
Phantom Bullet, The	Hoot Gibson	Universal	6148 feet	
Poor Girl's Romance	Short-Hale	F. B. O.		
Prince of Pilsen, The	Special Cast	Prod. Dist. Corp.	6600 feet	April 24
Ransom's Folly	Richard Barthelmess	First National	7322 feet	May 29
Rapid Fire Romance	Billy Sullivan	Rayart	5178 feet	
Rawhide	Buffalo Bill, Jr.	Assoc. Exhib.	4459 feet	May 29
Road Agent, The	Al Hoxie	Rayart	4472 feet	
Secret Spring, The	Special Cast	Paramount	5710 feet	
Set Up, The	Art Acord	Universal	4600 feet	Mar. 27
Shadows of Chinatown	Kenneth MacDonald	Bud Barsky	5000 feet	
Shamrock Handicap, The	Special Cast	Fox	5866 feet	
Shipwrecked	S. Owen-J. Schildkraut	Prod. Dist. Corp.	5865 feet	June 12
Sign of the Claw	Peter the Great (dog)	Lumas Film	5925 feet	
Skinner's Dress Suit	Denny-La Plante	Universal	6887 feet	Dec. 26, '25
Social Highwayman, The	Harron-Miller	Warner Bros.	6107 feet	May 29
Still Alarm, The	Special Cast	Universal	7406 feet	Jan. 16
Unfair Sex, The	Hope Hampton	Assoc. Exhib.	5016 feet	
Valley of Bravery, The	Bob Custer	F. B. O.	5021 feet	June 19
Wet Paint	Raymond Griffith	Paramount	5109 feet	May 29
Whispering Canyon	J. Novak-R. Ellis	Sterling Pict.	5652 feet	
Wilderness Woman, The	Pringle-Sherman			
Winning the Futurity	Conklin	First National	7533 feet	May 22
Wise Guy, The	Landis-C. Horton	Chadwick	5400 feet	
	James Kirkwood	First National	7775 feet	June 5

## JUNE

Feature	Star	Distributed by	Length	Reviewed
Better Man, The	Richard Talmadge	F. B. O.	4703 feet	July 24
Born to the West	J. Holt-M. Morris	Paramount	6042 feet	July 17
Dead Line, The	Bob Custer	F. B. O.	5000 feet	July 10
Dice Woman, The	Priscilla Dean	Prod. Dist. Corp.	5614 feet	June 12
Ella Cinders	Colleen Moore	First National	6 reels	June 19
Escape, The	Pete Morrison	Universal	4500 feet	April 3
Eve's Leaves	Leatrice Joy	Prod. Dist. Corp.	6750 feet	May 15
Footloose Widows	Louise Fazenda	Warner Bros.	7163 feet	July 10
Frontier Trail, The	Harry Carey	Pathe	6 reels	
Gentle Cyclone, The	Buck Jones	Fox	4825 feet	June 26
Good and Naughty	Pola Negri	Paramount	6 reels	June 26
Grass	Special Cast	Paramount		Mar. 7, '25
Hard Boiled	Tom Mix	Fox	5680 feet	
Last Alarm, The	Wanda Hawley	Rayart	5274 feet	
Lew Tyler's Wives	Frank Mayo	Famous Attractions	6757 feet	July 24
Love Thief, The	Norman Kerry	Universal	6822 feet	June 19
Lovely Mary	B. Love-W. Haines	M-G-M	6 reels	July 10
Millionaire Policeman, The	Herbert Rawlinson	Gingsberg-Kann		
Miss Nobody	Anna Q. Nilsson	First National	6859 feet	June 19
Palm Beach Girl, The	Bebe Daniels	Paramount	6918 feet	July 3
Rainmaker, The	Collier-Hale	Paramount	6055 feet	May 29
Rolling Home	Reginald Denny	Universal	6993 feet	May 29
Say It Again	Richard Dix	Paramount	6 reels	June 19
Scrappin' Kid, The	Art Acord	Universal	4664 feet	Dec. 5, '25
Silver Treasure, The	Special Cast	Fox	5386 feet	
Sporting Lover, The	Conway Tearle	First National	6446 feet	
Sweet Daddies	Mulhall-J. Ralston	First National	6562 feet	
Trip to Chinatown, A	Special Cast	Fox	5594 feet	June 19
Unknown Soldier, The	Mack-De La Motte	Prod. Dist. Corp.	7979 feet	June 12
Up In Mabel's Room	M. Prevost-H. Ford	Prod. Dist. Corp.	6 reels	June 12
Volcano	Bebe Daniels	Paramount	5467 feet	June 12
Winner, The	Billy Sullivan	Rayart	5168 feet	
Yellow Contraband	Leo Maloney	Clarion Photoplays	4900 feet	

## JULY

Feature	Star	Distributed by	Length	Reviewed
Bachelor Brides	Rod La Roque	Prod. Dist. Corp.	6612 feet	
Brown Derby, The	Johnny Hines	First National	7 reels	June 5
Bucking the Truth	Pete Morrison	Universal	4305 feet	June 26
Carnival Girl, The	Mack-Forrest	Assoc. Exhib.	5025 feet	
Cowboy Cop, The	Tom Tyler	F. B. O.	4385 feet	Aug. 28



Feature	Star	Distributed by	Length	Reviewed
Dangerous Dub, The	Buddy Roosevelt	Assoc. Exhib.	4472 feet	July 31
Doubling With Danger	Richard Talmadge	F. B. O.		
Fighting Peacemaker, The	Jack Hoxie	Universal	4292 feet	April 10
Flame of the Argentine	Evelyn Brent	F. B. O.	5004 feet	July 31
Great Deception, The	Lyon-Pringle	First National	5855 feet	Aug. 21
Gero of the Big Snows, A	"Rin-Tin-Tin"	Warner	4745 feet	
Lodge in the Wilderness	A. Stewart-E. Burns	Tiffany	5200 feet	
Manhood	Special Cast	Fox		
Man in the Saddle, The	Hoot Gibson	Universal	5492 feet	July 31
More Pay-Less Work	Mary Brian	Fox	6027 feet	July 24
Mulhall's Great Catch	Lefty Flynn	F. B. O.	5430 feet	
Padlocked	Special Cast	Paramount	6700 feet	Aug. 7
Passionate Quest, The	MacAvoy-Fazenda	Warner Bros.	6671 feet	
Puppets	Milton Sills	First National	7 reels	July 10
Road to Mandalay, The	Lon Chaney	M-G-M	7 reels	July 10
Romance of a Million Dollars	Hunter-Mills	Famous Attractions	5300 feet	Aug. 14
Savage, The	Lyon-McAvoy	First National		
Sea Wolf, The	Ralph Ince	Prod. Dist. Corp.	7500 feet	Dec. 19
Sinister Detail, The	Kenneth MacDonald	Bud Barsky	5000 feet	
So This Is Paris	Blue-Miller	Warner Bros.	6135 feet	Aug. 7
Stick to Your Story	Billy Sullivan	Rayart	4761 feet	
Terror, The	Art Acord	Universal	4862 feet	July 10
Twisted Triggers	Wally Wales	Assoc. Exhib.	4470 feet	Aug. 14
Two-Gun Man, The	Fred Thompson	F. B. O.	5467 feet	July 24

## AUGUST

Feature	Star	Distributed by	Length	Reviewed
Aloma of the South Seas	Gilda Gray	Paramount	7 reels	May 29
Amateur Gentleman, The	Dick Barthelmess	First National	7791 feet	
Arizona Wildcat, The	Tom Mix	Fox		
Battling Butler	Buster Keaton	M-G-M	6970 feet	Sept. 4
Bigger Than Barnum's	G. O'Hara-V. Dana	F. B. O.	6 reels	July 31
Bonanza Buckaroo, The	Buffalo Bill, Jr.	Assoc. Exhib.	4460 feet	Aug. 28
Broken Hearts of Hollywood	Special Cast	Warner Bros.	7770 feet	
Code of the Northwest	Sandow (dog)	Assoc. Exhib.		
College Boob, The	"Lefty" Flynn	F. B. O.	5340 feet	Aug. 21
Collegiate	Alberta Vaughn	F. B. O.	4718 feet	
Devil's Gulch, The	Bob Custer	F. B. O.		
Door Mat, The	Lewis-I. Rich	Warner Bros.		
Family Upstairs, The	Virginia Valli	Fox	5971 feet	July 31
Fascinating Youth	Junior Stars	Paramount	6882 feet	
Fig Leaves	G. O'Brien-O. Borden	Fox	6498 feet	July 24
Fine Manners	Gloria Swanson	Paramount	6435 feet	Sept. 11
Flame of the Yukon, The	S. Owen-A. Gray	Prod. Dist. Corp.	5800 feet	July 3
Her Man O'War	Jetta Goudal	Prod. Dist. Corp.	6106 feet	
Hidden Way, The	Mary Carr	Assoc. Exhib.	5919 feet	Aug. 28
Into Her Kingdom	Corinne Griffith	First National	6446 feet	Aug. 21
Kick-Off, The	George Walsh	Excellent Pictures	6000 feet	Sept. 11
Last Frontier, The	Boyd-De La Motte	Prod. Dist. Corp.	7800 feet	Aug. 14
Lone Hand Saunders	Fred Thompson	F. B. O.	5447 feet	
Lone Wolf Returns, The	B. Lytell-B. Dane	Columbia	5750 feet	July 24
Mantrap	Bow-Marmont	Paramount	6077 feet	July 24
Meet the Prince	Jos. Schildkraut	Prod. Dist. Corp.	5929 feet	July 10
Men of Steel	Milton Sills	First National	10 reels	July 24
Men of Steel	Milton Sills	First National	10 reels	July 24
Mile a Minute Man	Wm. Fairbanks	Lumas		
No Man's Gold	Tom Mix	Fox	5745 feet	Aug. 14
Oh! Baby	Special Cast	Universal	5 reels	Aug. 21
Pals First	Hughes-Del Rio	First National	6834 feet	Sept. 4
Quicker'n Lightnin'	Buffalo Bill, Jr.	Artclass	6 reels	
Satan Town	Harry Carey	Pathe	6 reels	
Senior Daredevil	Ken Maynard	First National	6402 feet	July 17
Show Off, The	Fred Sterling	Paramount	6195 feet	Sept. 11
Sunny Side Up	Vera Reynolds	P. D. C.	5994 feet	July 17
That Model From Paris	Day-Lytell-Percy	Tiffany	6200 feet	Oct. 2

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Belle of Broadway, The	Betty Compson	Columbia Pictures		
Bells, The	Lionel Barrymore	Chadwick	6300 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Block Signal, The	Ralph Lewis	Lumas	5900 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Campus Flirt, The	Bebe Daniels	Paramount	6 reels	Oct. 9
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich			
Devil Horse, The	Rex (Horse)	Famous Attractions	5900 feet	Oct. 1
Diplomacy	Sweet-Hamilton	Pathe	5853 feet	April 24
Duchess of Buffalo, The	O. Moore	Paramount	6 reels	Sept. 25
False Alarm, The	Constance Talmadge	First National	6940 feet	Sept. 4
Fighting Ranger, The	R. Lewis-M. Carr	Columbia		
Flames	Al Hoxie	Barsky Productions	4500 feet	
Flaming Frontier, The	E. O'Brien-V. Valli	Assoc. Exhib.	5888 feet	Sept. 11
Flying Horseman, The	Special Cast	Universal	8829 feet	April 17
Flying Mail, The	Buck Jones	Fox	4971 feet	Sept. 11
For Alimony Only	Al Wilson	Assoc. Exhib.	4500 feet	Sept. 18
Forlorn River	Leatrice Joy	Prod. Dist. Corp.	6070 feet	Oct. 2
Going the Limit	Jack Holt	Paramount		
Golden Web, The	H. Gordon-L. Rich	F. B. O.	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Lumas	4274 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Leo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	6 reels	Sept. 18
It Must Be Love	Colleen Moore	First National	6848 feet	Sept. 25
Jack O' Hearts	Landis-G. Hulette	American Cinema	5881 feet	
King of the Pack	Viola Dana	Lumas		
Kosher Kitty Kelly	J. Bowers-B. Flowers	F. B. O.	6103 feet	Oct. 2
Laddie	Douglas MacLean	F. B. O.	6931 feet	Aug. 28
Ladies First	Gordon-J. Novak	Paramount		
Lost at Sea	Sherman	Tiffany	6500 feet	Aug. 21
Mare Nostrum	Special Cast	M-G-Ingram	11000 feet	Feb. 27
Marriage Clause, The	Bushman-Dove	Universal	7680 feet	July 3
Marriage License	Alma Rubens	Fox	7168 feet	Sept. 11
Michael Strogoff	Ivan Mosjoukine	Universal	10 reels	
Nell Gwyn	Dorothy Gish	Paramount	6741 feet	
One Minute to Play	"Red" Grange	F. B. O.	7713 feet	Aug. 28
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 25
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 31
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	Aug. 7
Son of the Sheik, The	Rudolph Valentino	United Artists	6685 feet	Aug. 7
Sparrows	Mary Pickford	United Artists	7763 feet	Oct. 2
Speeding Thru	Creighton Hale	Elbee Pict.	5500 feet	Sept. 11
Speeding Venus, The	Priscilla Dean	P. D. C.	5560 feet	July 24
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 18
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct. 2

Feature	Star	Distributed by	Length	Reviewed
Temporary Sheriff, The	Dick Hatton	Rayart	4500 feet	
Temptress, The	Garbo-Moreno	M-G-M		
Texas Streak, The	Hoot Gibson	Universal	6259 feet	Sept. 18
Then Came the Woman	Frank Mayo	American Cinema	6803 feet	July 17
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	7 reels	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
Waning Sex, The	Norma Shearer	M-G-M	6 reels	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Across the Pacific	Monte Blue	Warner Bros.	6954 feet	Oct. 16
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib.		
Children of Fate	R. Bennett-B. Hillman	Abgol Film Prod.	6605 feet	
College Days	Maeeline Day	Tiffany	7000 feet	
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib.		
Country Beyond, The	Olive Borden	Fox		
Dame Chance	Special Cast	American Cinema	6769 feet	
Desert Demon	Buffalo Bill, Jr.	Artclass	4760 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.		
Devil's Island	Pauline Frederick	Chadwick	6900 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The		Lumas		
First Night, The	B. Lytell-D. Devore	Tiffany		
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Gigolo	Rod La Rocque	Prod. Dist. Corp.	7295 feet	Oct. 16
Great Gatsby, The	Baxter-Wilson	Paramount		
The Great K. & A. Robbery	Tom Mix	Fox	4800 feet	Oct. 16
Her Honor, The Governor	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
High Flyer, The	Reed-Hawes	Rayart		
Kid Boots	Eddie Cantor	Paramount		
King of the Saddle	Bill Cody	Assoc. Exhib.		
La Boheme	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Lily, The	Belle Bennett	Fox	6268 feet	Oct. 9
Magician, The	A. Terry-P. Wegener	M-G-M	8 reels	
Man From the West, The	Art Acord	Universal	4474 feet	
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Midnight Lovers	Nilsson-Stone	First National		
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros.	7846 feet	
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-M. Busch	Universal		
Prince of Tempters, The	Lyon-Moran	First National		
Private Izzy Murphy	George Jessel	Warner Bros.	7889 feet	
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib.		
Red Hot Leather	Jack Hoxie	Universal	4555 feet	
Return of Peter Grimm	Alec B. Francis	Fox		
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior?	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Syncoating Sue	Corinne Griffith	First National		
Take It From Me	Reginald Denny	Universal	6649 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Whispering Wires	A. Stewart-E. Burns	Fox		
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	
Woman's Heart, A	E. Bennett-Whitman-Earle	Sterling Pictures	4726 feet	Oct. 9
Yellow Back, The	Fred Humes	Universal	6 reels	Oct. 16
You'd Be Surprised	Raymond Griffith	Paramount	6858 feet	Sept. 11
Young April	Special Cast	Prod. Dist. Corp.		

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Ace of Action, The	Wally Wales	Assoc. Exhib.		
Ace of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-C. Tearle	M-G-M		
April Fool	Alexander Carr	Chadwick		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Going Crooked	B. Love-O. Shaw	Fox		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
His New York Wife	E. Clayton-A. Day	Famous Attractions		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning	Tiffany	Tiffany	6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man in the Shadow, The	M. Stedman-D. Torrence	American Cinema	5632 feet	
Masked Woman, The	Anna Q. Nilsson	First National		
Men of the Dawn	Milton Sills	First National		
Obey the Law	Bert Lytell	Columbia Pictures		
On the Wings of the Storm	R. Howes-V. Faire	Fox		
Outlaw Express, The	Leo Maloney	Pathe		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Rough Riders, The	Frank Hopper	Paramount		
Saddle Cyclone	Buffalo Bill, Jr.	Artclass	4900 feet	
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-M. Nixon	Universal	6 reels	
There You Are	Nagel-Roberts	M-G-M		
Thirty Below Zero	Buck Jones	Fox		
Truthful Sex, The	M. Busch-H. Gordon	Columbia Pictures		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green, The	Betty Bronson	Paramount		
We're in the Navy Now	W. Berry-Hatton	Paramount		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Better Way, The		Columbia Pictures		
Blue Streak O'Neil	Al Hoxie	Barsky Productions	4500 feet	



Feature	Star	Distributed by	Length	Reviewed
Canadian, The	Thomas Meighan	Paramount		
Duke of Ladies, The	Special Cast	First National		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Lumas		
Gallant Lady, The	Florence Vidor	Paramount		
Glorifying the American Girl	Esther Ralston	Paramount		
Heaven on Earth	C. Nagel-R. Adoree	M-G-M		
Her Big Night	Laura La Plante	Universal	7603 feet.	Aug. 28
Just Another Blonde	Mackail-Mulhall	First National		
Let It Rain	Douglas MacLean	Paramount		
Love 'Em and Leave 'Em	E. Brent-L. Gray-L.	Brooks		
Money to Burn	Devore-MacGregor	Lumas		
One Hour of Love	J. Logan-R. Frazer	Tiffany		
Prisoners of the Storm	House Peters	Universal	6102 feet.	Sept. 11
Red Mill, The	Marion Davies	M-G-M		
Sin Cargo	S. Mason-R. Frazer	Tiffany		
Stolen Pleasures	Helene Chadwick	Columbia Pictures		
Stranded in Paris	Bebe Daniels	Paramount		
Steppin' Along	Johnny Hines	First National		
Streak of Luck, A	Buffalo Bill, Jr.	Artclass	5000 feet	
Twinkletoes	Colleen Moore	First National		
Upstage	Norma Shearer	M-G-M		
White Black Sheep, The	Richard Barthelmess	First National		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet.	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Blonde Saint, The	Kenyon-Stone	First National		
Buckaroo Kid, The	Hoot Gibson	Universal		
Enchanted Island		Tiffany		
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M		
Flaming Timber		Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Ice Flood, The	K. Harlan-V. Dana	Universal	5747 feet.	Oct. 9
Lady in Ermine, The	Corinne Griffith	First National		
Lunatic at Large, The	Leon Errol	First National		
Man of the Forest	G. Hale-J. Holt	Paramount		
Not Herbert	Ben Lyon	First National		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Lon Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Slide, Kelly, Slide	William Haines	M-G-M		
Sun of Montmartre, The	Norma Talmadge	First National		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Tin Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. E. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Butterflies in the Rain	Laura La Plante	Universal		
Flame of the Border, The	Ken Maynard	First National		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Here Y'are Brother	L. Stone-B. Dove	First National		
Little Journey, The	Haines-Windsor	M-G-M		
Long Pants	Harry Langdon	First National		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Silky Anne	Constance Talmadge	First National		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Trumpin' Trouble	Buffalo Bill, Jr.	Artclass	4875 feet	
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Coming and Going	Buffalo Bill, Jr.	Artclass	4800 feet	
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Mystery Club, The	M. Moore-E. Roberts	Universal		
Orchids and Ermine	Colleen Moore	First National		
Song of Steel		Tiffany		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The		Tiffany		
Too Many Women	Norman Kerry	Universal		

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
A-1 Society	Luddy-Harris	Fox	2 reels	July 10
Adorable Dora	Alice Ardell	F. B. O.	2 reels	
Ain't We Got Fun	Wise-McKay	Artclass	2 reels	
Alice Be Good	Alice Day	Pathe	2 reels	July 31
Alice the Fire Fighter		F. B. O.		
All For a Nurse	Sid Smith	Sava Films	2 reels	
All's Swell That Ends Swell	A. Vaughn-L. Kent	F. B. O.	2 reels	
All Wet	Snub Pollard	Artclass	2 reels	
Along Came Auntie	Glenn Tryon	Pathe	2 reels	July 31
Alpine Flapper, The	"Aesop Fables"	Pathe	1 reel	June 5
Al's Troubles	Al Alt	Universal	2 reels	Mar. 13
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming		Red Seal		Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O. Henry"	Fox	2 reels	
Babes in the Sawdust	Charles Puffy	Universal	1 reel	
Baby Clothes	"Our Gang"	Pathe	2 reels	April 24
Back Fire	"Fat Men"	F. B. O.	2 reels	Aug. 28
Back to Mother	"Helen and Warren"	Fox	2 reels	
Ball and Chain	Arthur Lake	Universal	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	

Title	Star	Distributed by	Length	Reviewed
Bear Cats	"Big Boy"	Educational	2 reels	June 12
Beauty a la Mud	Jimmie Adams	Educational	2 reels	Sept. 18
Beauty Parlor, A	"Fat Men"	F. B. O.	2 reels	
Bedtime Story, A	Arthur Lake	Universal	1 reel	
Benson at Calford	George Lewis	Universal	2 reels	
Big Business		Fox		
Big Charade, The	A. Vaughn-L. Kent	F. B. O.	2 reels	June 5
Big-Hearted Fish, A	Aesop Fables	Pathe	1 reel	April 10
Big Retreat, The	"Aesop Fables"	Pathe	1 reel	June 5
Bill Grim's Progress (Series)	M. Morros-J. Luden	F. B. O.	2 reels	
Black and Blue Eyes	Alice Ardell	F. B. O.	2 reels	June 19
Blisters Under the Skin		F. B. O.	2 reels	
Bonehead Bobby		Rayart	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Briny Boob, A	Billy Dooley	Educational	2 reels	
Broken China	Bobby Vernon	Educational	2 reels	May 8
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Buggy Ride, A	"Aesop's Fables"	Pathe	1 reel	Sept. 11
Bumper Crop, The	"Aesop Fables"	Pathe	1 reel	May 29
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Heart Beat	Trimble and Dog	Universal	2 reels	
Buster Helps Dad	Trimble and Dog	Universal	2 reels	Sept. 4
Buster's Hunting Party	Trimble and Dog	Universal	2 reels	
Buster's Mix-Up	Trimble-Turner	Universal	2 reels	April 24
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Orphan Party	Trimble and Day	Universal	2 reels	July 31
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Sky Rocket	Trimble and Dog	Universal	2 reels	April 24
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O. Henry"	Fox	2 reels	
Camel's Hump		F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell-Finch	Red Seal	2 reels	
Cat's Meow, The		Cranfield & Clarke	2 reels	Sept. 18
Cat's Whiskers, The	"Cartoon"	F. B. O.	1 reel	June 26
Caught in the Act	Laymon-Dorety	Tennek Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Chase Yourself	Jimmie Adams	Educational	2 reels	July 31
Chop Suey and Noodles	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Circus Today	Billy Bevan	Pathe	2 reels	Mar. 13
College Yell, The	Neely Edwards	Universal	1 reel	April 17
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O. Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	
Couple of Skates, A	Neely Edwards	Universal	1 reel	April 17
Cow's Kimono, The	Glenn Tryon	Pathe	2 reels	June 26
Crazy Like a Fox	Charley Chase	Pathe	2 reels	Aug. 28
Creeps	Archer-Dunham	Educational	2 reels	June 19
Crowned Prince, The	Neely Edwards	Universal	1 reel	May 22
Cut Price Glory	"Life Cartoon"	Educational	1 reel	
Daffy Dill, The	Neal Burns	Educational	2 reels	Aug. 14
Dancing Daddy	Jack Duffy	Educational	2 reels	April 10
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Dare Devil Daisy	Edna Marian	Universal	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle and the Little Orphan	"Cartoon"	F. B. O.	1 reel	June 19
Dinky Doodle's Bedtime Stories	"Cartoon"	F. B. O.	1 reel	June 5
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May 22
Dinky Doodle in the Arctic	"Cartoon"	F. B. O.	1 reel	
Dinky Doodle in the Army	"Cartoon"	F. B. O.	1 reel	Aug. 28
Dinky Doodle in the Wild West	"Cartoon"	F. B. O.	1 reel	
Dinner Jest, The		Pathe		
Dippy Tar, A	Billy Dooley	Educational	2 reels	Oct. 16
Dizzy Daddies	Jimmie Finlayson	Pathe	2 reels	Mar. 20
Dizzy Dancers	Cameron-Lorraine	Fox	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart	2 reels	
Don Key-Son of a Burro	Holmes-Davidson	Pathe	2 reels	May 29
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Don't Kid Me	Bobby Ray	Rayart	2 reels	
Don't Miss	Cliff Bowes	Educational	1 reel	Aug. 28
Dough Boys	"Aesop Fables"	Pathe	1 reel	Aug. 7
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Do Your Duty	Snub Pollard	Pathe	1 reel	
Dog Shy	Charles Chase	Pathe	2 reels	April 17
Do or Bust	Neely Edwards	Universal	1 reel	
Dumb Friend, A	Arthur Lake	Universal	1 reel	Feb. 13
Dumb Luck	"The Gumps"	Universal	2 reels	
Dummy Love	Bobby Vernon	Educational	2 reels	Aug. 28
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Eight Cylinder Bull	Austin-Sipperly	Fox	2 reels	June 12
Excess Baggage	"Big Boy"	Educational	2 reels	
Excuse Maker, The (Series of 13)	Charlie King	Universal	2 reels	
Family Picnic, The	"Helen and Warren"	Fox	2 reels	June 26
Farm Hands	"Aesop Fables"	Pathe	1 reel	May 22
Fatty's First Fancy	Fatty Layman	Sava Films	2 reels	
Fearless Harry	Earl McCarthy	Artclass	2 reels	
Felix the Cat				
Braves the Briny	"Cartoon"	Educational	1 reel	June 5
Felix the Cat Bursts a Bubble	"Cartoon"	Educational	1 reel	
Felix the Cat Hunts the Hunter	"Cartoon"	Educational	1 reel	
Felix the Cat in a Tale	"Cartoon"	Educational	1 reel	June 26
o' Two Kitties	"Cartoon"	Educational	1 reel	Sept. 18
Felix in Jim Gens	"Cartoon"	Educational	1 reel	
Felix the Cat in Land O' Fancy	"Cartoon"	Educational	1 reel	
Felix the Cat in School Daze	"Cartoon"	Educational	1 reel	Oct. 9
Felix the Cat in Two Lip Time	"Cartoon"	Educational	1 reel	Oct. 9
Felix the Cat Laughs It Off	"Cartoon"	Educational	1 reel	Mar. 27
Felix the Cat Misses His Cue	"Cartoon"	Educational	1 reel	May 15
Felix the Cat Misses His Swiss	"Cartoon"	Educational	1 reel	Sept. 4
Felix the Cat Rings the Ringer	"Cartoon"	Educational	1 reel	Aug. 7
Felix the Cat Scoots Thru Scotland	"Cartoon"	Educational	1 reel	June 26
Felix the Cat Seeks Solitude	"Cartoon"	Educational	1 reel	Oct. 16
Felix the Cat Uses His Head	"Cartoon"	Educational	1 reel	May 8
Felix the Cat Weathers the Weather	"Cartoon"	Educational	1 reel	April 17
Fighting Fool, The	Bray Prod		2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Kangaroo, The	Conley-June	Fox	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	



Title	Star	Distributed by	Length	Reviewed
Fight Night	Billy Bevan	Pathe	2 reels	May 15
Fire	Snub Pollard	Artclass	2 reels	
Fire Fighter, The	"Aesop Fables"	Pathe	1 reel	
Fistful Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flaming Ice	"Cartoon"	Educational	1 reel	
Flashing Oars	George Lewis	Universal	2 reels	
Flivver Vacation, A	Eddie Gordon	Universal	2 reels	April 3
Flying Papers	Earl McCarthy	Artclass	2 reels	
Flying Wheels	Wanda Wiley	Universal	2 reels	Mar. 6
Fly Time	"Aesop Fables"	Pathe	1 reel	
Fool's Luck	Lupino Lane	Educational	2 reels	April 3
For Cryin' Out Loud	Neely Edwards	Universal	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod	2 reels	Sept. 11
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11
Fraternity Mixup, A	Alice Ardell	F. B. O.	2 reels	
"Fresh Faces"	Walter Hiers	Educational	2 reels	July 3
From the Cabby's Seat	"O. Henry"	Fox	2 reels	
Fully Insured	Snub Pollard	Pathe	1 reel	
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels	
Get 'Em Young	Harry Myers	Pathe	2 reels	
Getting Hitched		Bray Prod	2 reels	
Ghost of Folly	Alice Day	Pathe	2 reels	May 15
Gimme Strength	Jimmie Adams	Educational	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Going Crazy	Lige Conley	Educational	2 reels	May 29
Gold Brush, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Grabbing Grabbers	Mickey Bennett	Cranfield & Clarke	2 reels	Sept. 18
Gun Shy	"Aesop Fables"	Pathe	1 reel	
Gypsing Gypsies	Milburn Marante	Cranfield & Clarke	2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Hanging Fire	Cliff Bowes	Educational	1 reel	Aug. 21
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Hard to Hold	Laymon-Dorety	Sava Films	2 reels	
Harem Knight, A	Ben Turpin	Pathe	2 reels	
Haunted Heiress, A	Edna Marian	Universal	2 reels	May 22
Hayfoot, Strawfoot	Bevan-Clyde	Pathe	2 reels	April 24
Hearts for Rent	Arthur Lake	Universal	1 reel	
Heavy Parade, The	"Fat Men"	F. B. O.	2 reels	
He Forgot to Remember	Clyde Cook	Pathe	2 reels	June 12
Help Wanted	Charles Puffy	Universal	1 reel	May 1
Hearts and Showers	"Aesop Fables"	Pathe	1 reel	April 17
Her Actor Friend	Alice Day	Pathe	2 reels	Sept. 4
Her Ambition	Bartine Burkette	Universal	2 reels	Aug. 28
Her Ben	"Aesop Fables"	Pathe	1 reel	
Here Comes Charlie	Lloyd Hamilton	Educational	2 reels	Aug. 28
Her Hunter Hero	Bobby Ray	Rayart	2 reels	
Heroes of the Sea		Cranfield & Clarke	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson	Ralph Maglin	Vinci Pictures		
Hired and Fired	Paul Parrott	Pathe	1 reel	
His Girl Friend	Mack-Marion	Universal	2 reels	July 31
His Private Life	Lupino Lane	Educational	2 reels	June 12
His Taking Ways	Al St. John	Bischoff	2 reels	
Hitchin' Up	Walter Hiers	Educational	2 reels	July 3
Hoboken to Hollywood	Billie Bevan	Pathe	2 reels	Sept. 11
Hold 'er Sheriff	Cliff Bowes	Educational	1 reel	July 3
Hold Still	Cornwall-Duffy	Educational	2 reels	
Home Cured	Johnny Arthur	Educational	2 reels	Mar. 27
Home, Sweet Home	"Aesop Fables"	Pathe	1 reel	
Honest Injun	Johnny Arthur	Educational	2 reels	
Honeymoon Feet	"Fat Men"	F. B. O.	2 reels	
Honeymoon Hospital		Fox	2 reels	
Honeymooning With Ma	Charles King	Universal	2 reels	June 5
Hooked at the Altar	Ralph Graves	Pathe	2 reels	April 17
Howdy Judge	Bobby Ray	Rayart	2 reels	
Hubby's Quiet Little Game	Bevan-Hurlock	Pathe	2 reels	Aug. 7
Hug Bug, The	Glenn Tryon	Pathe	2 reels	Mar. 13
Humdinger, The	Johnny Arthur	Educational	2 reels	
Hur Ben	Hank Mann	Sava Films	2 reels	
Hurricane, The	Alice Ardell	F. B. O.	2 reels	
"Ice Cold Cocos"	Billy Bevan	Pathe	2 reels	
Inventors, The	Fatty Layman	Sava Films	2 reels	
It's a Buoy	Alberta Vaughn	F. B. O.	2 reels	
It's All Over Now	Neely Edwards	Universal	1 reel	Aug. 21
It's a Pipe	Barbara Luddy	Fox	2 reels	July 3
It's the Gate	"Cartoon"	Red Seal	1 reel	May 1
Jane's Engagement Party	Wanda Wiley	Universal	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Universal	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educational	2 reels	July 10
Jerry the Giant	"Animal"	Fox	2 reels	July 10
Jolly Tars	Lloyd Hamilton	Educational	2 reels	
Jungle Sports	"Aesop Fables"	Pathe	1 reel	
Keeping His Word	Charles King	Universal	2 reels	
Killed By Kindness	"Van Bibbers"	Fox	2 reels	Oct. 2
King Bozo	Dunham-Gallagher	Educational	1 reel	Oct. 3
Kiss Me, Kate	Lige Conley	Educational	2 reels	Sept. 4
Kiss Papa				
Knight Before Christmas, The	M. Morris-J. Luden	F. B. O.	2 reels	
Knight Out, A	"Aesop Fables"	Pathe	1 reel	Sept. 4
Ko-Ko at the Circus	"Cartoon"	Red Seal	1 reel	Mar. 27
Ko-Ko Hot After It	"Cartoon"	Red Seal	1 reel	
Ko-Ko in It's the Cat's	"Cartoon"	Red Seal	1 reel	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal	1 reel	Sept. 18
Ko-Ko in Paradise	"Cartoon"	Red Seal	1 reel	
Lafayette Where Are We?	Shields Arthur	Fox	2 reels	July 31
Lady of Lions, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28
Land Boom, The	"Aesop Fables"	Pathe	1 reel	Aug. 28
Last Ha Ha, The	"Aesop Fables"	Pathe	1 reel	Aug. 14
Last Lap, The	George Lewis	Universal	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels	
Let George Do It (Series of 13)	Sam Saylor	Universal	2 reels	
Lickpenny Laver, A	"O. Henry"	Fox	2 reels	July 17
Light Housekeeping	Lige Conley	Educational	2 reels	Mar. 20
Lightning Slider, The	A. Vaughn-L. Kent	F. B. O.	2 reels	May 22
Light Wines and Bearded Ladies		Fox		
Little Parade, The	"Aesop Fables"	Pathe	1 reel	June 12
Liquid Dynamite	"Aesop Fables"	Pathe	1 reel	May 22
Long Fliv the King	Charles Chase	Pathe	2 reels	June 12
Lookout Buster!	Trimble and Dog	Universal	2 reels	
Lot's of Grief	"The Gumps"	Universal	2 reels	Oct. 16
Love's Hurdle	Charles King	Universal	2 reels	May 15
Love's Last Laugh	McKee-Hiatt	Pathe	2 reels	Oct. 2
Love's Labor Lost	Neely Edwards	Universal	1 reel	
Love Sundae, A	Alice Day	Pathe	2 reels	
Love Your Neighbor	Wise-McKay	Artclass	2 reels	

Title	Star	Distributed by	Length	Reviewed
Lynin' Tamer, The	Shields-Luddy	Fox	2 reels	
Madame Dynamite	Clayton-Howell-Paterson	Fox	2 reels	
Madame Mystery	Bara-Finlayson	Pathe	2 reels	April 17
Mad Racer, The	"Van Bibber"	Fox	2 reels	May 8
Making Good	George Lewis	Universal	2 reels	
Man About Town, A	Stan Laurel	Pathe	1 reel	July 10
Married Widow, The	Eddie Gordon	Sava Films	2 reels	
Marry Month of May	"O. Henry"	Fox	2 reels	
Masked Mammals		Pathe	2 reels	
Masters of Arts	"O. Henry"	Fox	2 reels	
Matrimony Blues	Lige Conley	Fox	2 reels	
McDougal Alley (Series)		F. B. O.	2 reels	
Meet My Dog	Bowes-Vance	Educational	1 reel	July 10
Meet My Girl	Ralph Graves	Pathe	2 reels	Mar. 13
Meet the Boy Friend	Chas. Doherty	Loumay Prod.		
Merry Blacksmith, The	"Aesop Fables"	Pathe	1 reel	April 17
Merry Kiddo, The	Alberta Vaughn	F. B. O.	2 reels	
Merry Widower, The	The Roach Stars	Pathe	2 reels	July 31
Mighty Like a Moose	Charlie Chase	Pathe	2 reels	July 17
Min's Away	"The Gumps"	Universal	2 reels	
Minute to Go, A	Eddie Featherstone	Cranfield & Clarke	2 reels	Sept. 25
Missing Links	"Cartoon"	Educational	1 reel	Sept. 25
Mixed Brides	Wanda Wiley	Universal	2 reels	
Mixed Doubles	Charles Puffy	Universal	1 reel	
Money Screams		Fox	2 reels	
Monkey Business	"Our Gang"	Pathe	2 reels	Mar. 27
Monkeys Prefer Blondes		Bray Prod	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	Sept. 11
Mortgaged Again	Arthur Lake	Universal	1 reel	
Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Motorboat, The	"Van Bibbers"	Fox	2 reels	
Motor Trouble	Charles King	Universal	2 reels	
Move Along	Lloyd Hamilton	Educational	2 reels	
Movieland	Lupino Lane	Educational	2 reels	
Movie Madness	Edna Marian	Universal	2 reels	June 5
Movie Struck	Dorie Eaton	Cranfield & Clarke		
Moving Day	"Helen and Warren"	Fox	2 reels	Mar. 6
Mr. Cinderella	Johnny Arthur	Educational	2 reels	May 29
Mr. Wife	Neal Burns	Educational	2 reels	
Mum's the Word	Charles Chase	Pathe	2 reels	May 15
Muscle Bound Music	Kingston-Bevan	Pathe	2 reels	June 5
My Kid	"Big Boy"	Educational	2 reels	Sept. 11
Napoleon, Jr.		Fox		
Never Again	"The Gumps"	Universal	2 reels	Oct. 2
Never Too Old	Claude Gillingwater	Pathe	2 reels	June 26
Newlyweds and Their Baby, The (Series)	Snookums-Clair-Dooly	Universal	2 reels	
Newlyweds in Quarantine, The	Snookums-Clair-Dooly	Universal	2 reels	June 19
Newlyweds Neighbors	Snookums-Clair-Dooly	Universal	2 reels	
Nobody Loves Me	Chas. Puffy	Universal	1 reel	Sept. 18
Nobody's Business	Lloyd Hamilton	Educational	2 reels	April 24
Non-Skid Banana, The	Charley Bowers	F. B. O.		
Non-Stop Bride	Hoyt-Cameron	Fox	2 reels	Sept. 25
North of 64	Sid Smith	Sava Films	2 reels	
Nothing Matters	Lloyd Hamilton	Educational	2 reels	July 10
Not to Be Trusted	"Helen and Warren"	Fox	2 reels	
Oh! For a Nurse	Sid Smith	Sava Films	2 reels	
Oh! Monkeys Be Good		Bray Prod	2 reels	Sept. 18
Oh! Winnie Behave	Ethlyn Gibson	Artclass	2 reels	
Olga's Boatman	Neely Edwards	Universal	1 reel	Sept. 25
One P. M.	Bobby Ray	Rayart		
On the Farm		Bray Prod	2 reels	
On the Jump	Al Alt	Rayart		
On Thin Ice	"Mutt & Jeff"	Short Film Syn	1 reel	Mar. 6
Open House	Johnny Arthur	Educational	2 reels	Sept. 4
Opry House Tonight	Arthur Lake	Universal	1 reel	July 31
Optimist, The	Charles Puffy	Universal	1 reel	May 22
Ostrich Plumes, The	"Cartoon"	F. B. O.	1 reel	May 22
Over There	Al Joy		2 reels	
Painless Pain	Wanda Wiley	Universal	2 reels	May 8
Papa's Mama	Arthur Lake	Universal	1 reel	
Papa's Pest	Burns-Steadman	Educational	2 reels	June 5
Pawnshop Politics	Luddy-Harris	Fox	2 reels	
Pelican's Bill	"Life Cartoon"	F. B. O.	1 reel	June 12
Peris of Petersboro, The	Alice Day	Pathe	2 reels	Sept. 25
Pests	"Aesop Fables"	Pathe	1 reel	Sept. 11
Pete's Haunted House	"Cartoon"	Bray Prod	2 reels	
Phoney Express, The	"Aesop Fables"	Pathe	1 reel	Oct. 16
Phoney Express, The	Charles Puffy	Universal	1 reel	Mar. 13
Pig's Curly Tail	Lantz-Kelly	F. B. O.	1 reel	Aug. 28
Pink Elephants	Al St. John	Educational	2 reels	
Pirates Bold	"Aesop Fables"	Pathe	1 reel	
Plane Jane	Vaughn-Kent	F. B. O.	2 reels	
Playing the Swell	Wanda Wiley	Universal	2 reels	May 22
Please Excuse Me	Charles King	Universal	2 reels	
Plumber's Life, The	"Aesop Fables"	Pathe	1 reel	
Plumb Goofy	Dunham-Gallagher	Educational	1 reel	
Polar Baron, The	Glady's McConnell	Fox	2 reels	May 1
Pound Foolish	George Davis	Educational	1 reel	
Prodigal Bridegroom, The	Ben Turpin	Pathe	2 reels	Sept. 25
Psyche and the Psyscraper	"O. Henry"	Fox	2 reels	
Punches and Perfume		Bray Prod	2 reels	
Puppy Lovetime	Alice Day	Pathe	2 reels	June 5
Quick Service	Cliff Bowes	Educational	1 reel	Mar. 20
Radio Bug, The	Dunham-Gallagher	Educational	2 reels	Sept. 25
Radio Mad	Laymon-Dorety	Tennek Film	2 reels	
Raggedy Rose	Mabel Normand	Pathe	2 reels	
Raging Tide, The	"Cartoon"	Educational	1 reel	
Rah, Rah, Heidelberg	"Van Bibber"	Fox	2 reels	June 19
Rain and Shines	Al St. John	Bischoff	2 reels	
Raisin' Cain	"Big Boy"	Educational	2 reels	April 17
Read 'Em and Leap	Alberta Vaughn	F. B. O.	2 reels	
Red Hot Rails	"Cartoon"	Universal	1 reel	Aug. 28
Relay, The	George Lewis	Universal	2 reels	
Reporter, The	"Van Bibbers"	Fox	2 reels	
Road House, The	"Aesop Fables"	Pathe	1 reel	
Rough and Ready Romeo	"Aesop Fables"	Pathe	1 reel	May 1
Sailing Along	Al Alt	Rayart		
Saturday Afternoon	Harry Langdon		2 reels	Oct. 2
Sawdust Baby	Earl McCarthy	Artclass	2 reels	
Say It With Babies	Glenn Tryon	Pathe	2 reels	May 29
Say It With Love	Edna Marian	Universal	2 reels	April 17
Scared Stiff	Holmes-Cook	Pathe	2 reels	May 1
Scrambled Eggs	"Aesop Fables"	Pathe	1 reel	Aug. 28
Scratching Through	Cliff Bowes	Educational	1 reel	April 24
Sea Dog's Tale, A	Billy Bevan	Pathe	2 reels	July 17
Second Hand Excuse, A	Charles King	Universal	2 reels	
Separated Sweethearts	Arthur Lake	Universal	1 reel	May 1
Shady Rest	"The Gumps"	Universal	2 reels	
She Beast, The	Sid Smith	Sava Films	2 reels	
Shell Shocked	Jimmy Adams	Educational	2 reels	
She's A Prince	Alice Ardell	F. B. O.	2 reels	



Title	Star	Distributed by	Length	Reviewed
She's My Cousin	Charles King	Universal	2 reels	May 15
Shivering Spooks	"Our Gang"	Pathe	2 reels	Aug. 7
Shootin' Fool, The	"Aesop Fables"	Pathe	1 reel	May 15
Shore Shy	Dooley-Joyce	Educational	2 reels	
Should Husbands Marry?	Alice Day	Pathe	2 reels	
Should Husbands Pay?	Jimmy Finlayson	Pathe	2 reels	Sept. 11
Sign Them Papers	Earl McCarthy	Artclass	2 reels	
Skating Instructors	"Mutt and Jeff"	Short Film Syn.	1 reel	
Sky Bound	Al St. John	Educational	2 reels	April 17
Smith's Baby	McKee-Hiatt	Pathe	2 reels	July 31
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Aug. 28
Smith's Visitor	Hiatt-McKee	Pathe	2 reels	Oct. 16
Smouldering Tires	A. Vaughn-L. Kent	F. B. O.	2 reels	May 15
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels	June 19
Snookum's Outing	"Newlyweds"	Universal	2 reels	
Snookum's Playmate	"Newlyweds"	Universal	2 reels	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26
Social Triangle, A	"O. Henry"	Fox	2 reels	May 22
Society Architect, A		Fox		
Sock Me To Sleep	A. Vaughn-L. Kent	F. B. O.	2 reels	
Solid Gold	Lige Conley	Educational	2 reels	
Somebody's Wrong	Bowes-Newman	Educational	1 reel	
Some More Excuses	Charles King	Universal	2 reels	
So This Is Paris	Neely Edwards	Universal	1 reel	April 17
Spanish Love	"Aesop Fables"	Pathe	1 reel	Mar. 13
Spanking Breezes	Alice Day	Pathe	2 reels	Mar. 20
Squirrel Food	Cliff Bowes	Educational	1 reel	Oct. 16
Stage Shy	Hank Mann	Sava Films	2 reels	
Steeplechaser, The	Lige Conley	Fox	2 reels	Sept. 11
Stork Brought It, The	"Cartoon"	F. B. O.	1 reel	
Strickly Kosher	Wise-McKay	Artclass	2 reels	
Stupid Prince, The	Bobby Ray	Rayart		
Swell Affair, A	Arthur Lake	Universal	1 reel	April 17
Swimming Instructor, The	"Van Bibber"	Fox	2 reels	July 3
Taking the Heir	Charles Puffy	Universal	1 reel	April 3
Teacher, Teacher	Lloyd Hamilton	Educational	2 reels	
Tell 'Em Nothing	Clarley Chase	Pathe	2 reels	Oct. 16
Tennis Story, The	"Van Bibber"	Fox	2 reels	
Thanks for the Boat Ride		Universal		
That's My Baby	Charles Puffy	Universal	1 reel	
There She Goes	Wanda Wiley	Universal	2 reels	July 3
Thirteenth Man, The	Charles Puffy	Universal	1 reel	
Three of a Kind	"Fat Men"	F. B. O.	2 reels	
Thrilling Romance, A	Wanda Wiley	Universal	2 reels	July 24
Through Thick and Thin	"Aesop Fables"	Pathe	1 reel	
Thundering Fleas	"Our Gang"	Pathe	2 reels	July 10
Tiddly Winks	Arthur Lake	Universal	1 reel	Sept. 4
Till We Eat Again	Bobby Vernon	Educational	2 reels	July 24
Tin Ghost, The	Lige Conley	Educational	2 reels	May 8
Tonight's the Night	Bowes-Bradley	Educational	1 reel	May 1
Too Many Babies	Darling-King	Universal	2 reels	May 8
Too Many Relations	"Helen and Warren"	Fox	2 reels	May 15
Too Much Sleep	Arthur Lake	Universal	1 reel	
Toot Toot	"Cartoon"	Red Seal	1 reel	Sept. 4
Tow Service	"The Gumps"	Universal	2 reels	
Tune Up	Charles Puffy	Universal	1 reel	Mar. 6
Twelve Miles Out		F. B. O.	2 reels	
Twin Sisters	Wanda Wiley	Universal	2 reels	
Two Dollars, Please	Neely Edwards	Universal	1 reel	Sept. 11
Two Lips in Holland	Marion-Hausman	Fox	2 reels	April 17
Ukelele Sheiks	Glenn Tryon	Pathe	2 reels	April 10
Uncle Tom's Uncle	"Our Gang"	Pathe	2 reels	May 29
Uncovered Wagon, The	"Aesop Fables"	Pathe	1 reel	May 15
Unsquirtable Pickle, The	Charles Bowers	F. B. O.		
Up and Woogie	A. Vaughn-L. Kent	F. B. O.	2 reels	
Up in the Air	"Aesop Fables"	Pathe	1 reel	
Uppercuts	Jack Duffy	Educational	2 reels	Sept. 11
Vamping Babies	Alice Ardell	F. B. O.	2 reels	
Venus of Venice	"Aesop Fables"	Pathe	1 reel	
Village Cut Up, The	Arthur Lake	Universal	1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels	
Wait A Bit	Marion-McCarthy	Universal	2 reels	Aug. 21
Wanderers of the Wetland	Hank Mann	Sava Films	2 reels	
Wandering Willies	Billy Bevan	Pathe	2 reels	April 3
Wanted a Bride	Arthur Lake	Universal	1 reel	Oct. 9
Watered Stock	"Aesop Fables"	Pathe	1 reel	Sept. 25
Way of a Boy		Cranfield & Clarke		
Wedding Daze		F. B. O.		
Westerner, The	Reata Hoyt	Fox	2 reels	
What A Life	Frank Davis	Educational	1 reel	June 26
What Happened to Jane (Series of 13)	Wanda Wiley	Universal	2 reels	
What'll You Have?	Charles King	Universal	2 reels	May 22
What! No Spinach?		F. B. O.		
What Price Swimming?		Cranfield & Clarke		
What's Your Hurry?	Charles King	Universal	2 reels	
When a Man's a Prince	Ben Turpin	Pathe	2 reels	Aug. 14
When Hell Froze Over	"Mutt and Jeff"	Short Film Syn.	1 reel	Feb. 20
When Sally's Irish Rose	Vaughn-Kent	F. B. O.	2 reels	July 24
Where's My Baby?	Neely Edwards	Universal	1 reel	May 1
Which is Which?	Charles King	Universal	2 reels	Sept. 25
Whiskering Chorus	A. Vaughn-L. Kent	F. B. O.	2 reels	
Whoa Emma	Jimmie Adams	Educational	2 reels	April 3
Who Hit Me?	Al St. John	Educational	2 reels	July 31
Who's Boss?	Davis-Bowes	Educational	1 reel	June 5
Who's My Wife?	Lige Conley	Educational	2 reels	July 17
Who's Next?	Neely Edwards	Universal	1 reel	July 24
Why Argue?	"Aesop Fables"	Pathe	1 reel	Oct. 2
Why George?	Sam Saylor	Universal	2 reels	
Why Pay Rent?	Wise-McKay	Artclass	2 reels	
Wide Open Faces	Charles Puffy	Universal	1 reel	
Wife Shy	Bobby Vernon	Educational	2 reels	Sept. 25
Wife Tamers	Cook-L. Barrymore	Pathe	2 reels	April 3
Winnie's Birthday	Ethlyn Gibson	Artclass	2 reels	
Winnie's Vacation	Ethlyn Gibson	Artclass	2 reels	
Wireless Lizzie	Walter Hiers	Educational	2 reels	Mar. 13
Wisecrackers (Series)	Guard-Cooke	F. B. O.	2 reels	
Wise Guys Prefer Brunettes	Helene Chadwick	Pathe	2 reels	Oct. 16
Wise Quacker, The	Eddie Gordon	Sava Films	2 reels	
Wise Or Otherwise	Charles Puffy	Universal	1 reel	June 5
Wives and Women	Charles Puffy	Universal	1 reel	
Working Winnie	Ethlyn Gibson	Artclass	2 reels	
Yankee Doodle Duke, A	Ralph Graves	Pathe	2 reels	
Yearning for Love	Wanda Wiley	Universal	2 reels	April 3
Yokel, The	Snub Pollard	Artclass	2 reels	

## Short Subjects

Title	Distributed by	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)	Pathe	1 reel	Sept. 25
Alexander's Ragtime Band (Song Parody)	Artclass	1 reel	
Alligator's Paradise (Hodge Podge)	Educational	1 reel	
All Star Freaks (Curiosity)	Educational	1 reel	Aug. 14
Alpine S. O. S.	Cranfield & Clarke	2 reels	
America Today (Variety)	Fox	1 reel	
Amidst the Millions (Spotlight)	Pathe	1 reel	July 31
Animated Hair Cartoons (Series)	Red Seal	1 reel	
Angelus, The	Cranfield & Clarke	2 reels	April 24
Annie Laurie (Song Parody)	Artclass	1 reel	
Aphrodite (Novelty)	Service Film	1 reel	
Around the World in Ten Minutes (Variety)	Fox	1 reel	
At 3.25 (Novelty)	Red Seal	3 reels	
At the Water Hole	Cranfield & Clarke	1 reel	
Austrian Alps (Variety)	Fox	1 reel	
Ball and Bat (Spotlight)	Pathe	1 reel	Aug. 7
Bar-C Mystery (Serial)	Pathe	10 episodes	
Beasts of the Veldt	Chesterfield	2 reels	
Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Beautiful Britain	Cranfield & Clarke	1 reel	
Beauty and the Beach	Cranfield & Clarke		
Bed Time Stories	Sierra Pictures	2 reels	
Beechnuts	Cranfield & Clarke	2 reels	
Belgium Today (Variety)	Fox	1 reel	June 12
Big and Little (Spotlight)	Cranfield & Clarke	1 reel	Sept. 11
Birds in the Treetops	Cranfield & Clarke		
Bits of Jap Life	Cranfield & Clarke	1 reel	
Blood Will Tell	American Cinema		
Blue Boy, The	Educational	2 reels	Sept. 11
Broadway of Jung'e Land	Cranfield & Clarke	1 reel	
Bruce Scenic Novelities, No. 1	Educational		
Bruce Scenic Novelities, No. 2	Educational		
Bruce Scenic Novelities, No. 3	Educational		
Bruce Scenic Novelities, No. 4	Educational		
Bruce Scenic Novelities, No. 5	Educational		
Bruce Scenic Novelities, No. 6	Educational		
Bruce Scenic Novelities, No. 7	Educational		
Bruce Scenic Novelities, No. 8	Educational		
Bruce Scenic Novelities, No. 9	Educational		
Bruce Scenic Novelities, No. 10	Educational		
Bruce Scenic Novelities, No. 11	Educational		
Bruce Scenic Novelities, No. 12	Educational		
Buffalo Bill (Serial)	Universal	10 episodes	
Burkhardt's Plastic Films, No. 1	Tiffany	2 reels	April 3
Burkhardt's Plastic Films, No. 2	Tiffany	2 reels	May 15
By the Light of the Silvery Moon (Song Car-Tune)	Red Seal	1 reel	
Canary Islands (Variety)	Fox	1 reel	May 15
Can Happen to You (Scandals of America)	Artclass	1 reel	
Casey of the Coast Guard (Serial)	Pathe	10 episodes	Feb. 20
Castle Novelities (Series of 13)		1 reel	
Cathedral of St. Paul's	Cranfield & Clarke	1 reel	Sept. 18
Charleston Films	Cranfield & Clarke	4 half reels	May 1
Chips of the Old Block (Hodge Podge)	Educational	1 reel	Aug. 21
Chronicles of America (Series of 18)	Pathe	3 reels	
Churchyards of America, Issue A	Red Seal	1 reel	Sept. 18
Colorado (Variety)	Fox	1 reel	
Coming Back (Mustang)	Universal	2 reels	
Congress of Celebrities (Hodge Podge)	Educational	1 reel	May 1
Curiosities—The Movie Side Show (Series)	Educational	1 reel	
Dancing Around the World (Variety)	Fox	1 reel	July 17
Dangerous Game, A (Mustang)	Universal	2 reels	
Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Day Dreams	Cranfield & Clarke	2 reels	
Death Ray, The (Novelty)	Cranfield & Clarke	1 reel	
Desperate Dan (Mustang)	Universal	2 reels	May 1
Dixie Doodle (Spotlight)	Pathe	1 reel	Mar. 27
Doctor, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 8
Dolly Gray (Song Car-Tune)	Red Seal	1 reel	
Don't Shoot (Mustang)—Jack Mower	Universal	2 reels	
Down to Damascus (Variety)	Fox	1 reel	July 10
Drops From Heaven (Variety)	Fox	1 reel	
Durable Souls (Spotlight)	Pathe	1 reel	
Egypt	F. B. O.	1 reel	
Emergency Man, The	Edmund Cobb	Universal	1 reel
Every Picture Tells a Story	Cranfield & Clarke	1 reel	
Fade Away Foster (Mustang)	Universal	2 reels	May 1
Family Album, The (Sketch Book)	Pathe	1 reel	
Fashions in Photographs	Pathe	1 reel	Sept. 4
Fighting Marine, The (Serial)	Pathe	10 episodes	Sept. 11
Fighting With Buffalo Bill (Serial)	Universal	10 episodes	Oct. 16
Figures of Fancy (Hodge Podge)	Educational	1 reel	
Film Facts (Series)	Red Seal	1 reel	
Film Facts, Issue H	Red Seal	1 reel	
Film Facts, Issue I	Red Seal	1 reel	
Film Facts, Issue J	Red Seal	1 reel	
Film Facts, Issue K	Red Seal	1 reel	
Film Reporter, The (Series of 13)	Red Seal	1 reel	
Film Reporter, The, Issue A	Red Seal	1 reel	
Fire Barrier (Mustang)	Universal	2 reels	
Fire Fighters, The (Serial)	Universal	10 episodes	
Flaming West, The (Mustang)	Universal	2 reels	
Flashes of the Past	Pathe	2 reels	
Florida Pastel	Cranfield & Clarke		
Four Square Steve (Mustang)	Universal	2 reels	June 5
Frame Up, The (Mustang)	Universal	2 reels	May 22
From A to Z Thru Filmdom (Hodge Podge)	Educational	1 reel	June 12
Fugitive Futurist (Novelty)	Cranfield & Clarke	1 reel	
Game Hunting in Abyssinia			
Gems of the Screen (Series)	Red Seal	1 reel	
Giggles (Novelty Series)	Tennek Film	1 reel	
Glimpses of Switzerland	Cranfield & Clarke		
Glory or Dollars (Spotlight)	Pathe	1 reel	June 26
God's Country	Cranfield & Clarke	2 reels	
Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Great Lakes, The (Variety)	Fox	1 reel	
Green Archer, The (Serial)	Pathe	10 episodes	
Grinning Fists (Mustang)	Universal	2 reels	
Guess Who (Series)	Artclass	1 reel	
Guess Who, No. 1	Artclass	1 reel	
Guess Who, No. 2	Artclass	1 reel	
Guess Who, No. 3	Artclass	1 reel	
Guess Who, No. 4	Artclass	1 reel	
Gunless Bad Man, The (Mustang)	Universal	2 reels	
Happy Hunting Grounds (Spotlight)	Pathe	1 reel	April 10
Hair Cartoons, No. 10	Red Seal	1 reel	



Title	Distributed by	Length	Reviewed
Hair Cartoons, No. 11	Red Seal	1 reel	
Hair Cartoons, No. 12	Red Seal	1 reel	
Hair Cartoons, No. 13	Red Seal	1 reel	
Hair Cartoons, No. 14	Red Seal	1 reel	Sept. 4
Hair Cartoons, No. 15	Red Seal	1 reel	
Hair Cartoons, No. 16	Red Seal	1 reel	
Hair Cartoons, No. 17	Red Seal	1 reel	
Has Anybody Here Seen Kelly	Red Seal	1 reel	Mar 6
Haunted Homestead, The (Mustang)	Universal	2 reels	
Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Heavenly Bodies	Service Film	1 reel	
Heavens Above (Novelty)	Arthur J. Lamb	2 reels	
Her First Night in a Beauty Parlor	Service Film	1 reel	
Hero Land (Color Novelty)	Cranfield & Clarke	1 reel	
Heroes of the Sea	Chesterfield	2 reels	
His Pal... Fearless (Dog)	Pathe	1 reel	Sept. 25
Hitting the Bull's Eye	Short Film	1 reel	
Homeless Husband's Land (Novelty)	Tennek Film	1 reel	
Honeymoon Cruises	Pathe	1 reel	
House Without a Key (Serial)	Bray Prod.	2 reels	
Housing Problems	Artclass	1 reel	
How I Hate to Get Up (Song Parody)	Cranfield & Clarke	1 reel	
If a Picture Tells a Story	Pathe	1 reel	May 22
India Tea	Fox	1 reel	
Inland Voyage, An (Variety)	Fox	1 reel	July 10
In Sunny Spain (Variety)	Pathe	1 reel	May 1
Inside Dope, The (Spotlight)	Tennek Film	2 reels	
International Detective Stories (Series)	Artclass	1 reel	
It Can Happen to You (Scandal of America)	Pathe	1 reel	June 26
Jack's of One Trade (Spotlight)	Universal	2 reels	Sept. 11
Jewels of Venus	Pathe	1 reel	
Jim Hood's Ghost (Mustang)	Universal	2 reels	
Joseph the Ruler (Pilgrimage to Palestine)	Pathe	1 reel	
Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe	1 reel	
Jungle Heroine, A	Chesterfield	2 reels	
Jungle Mystery	Sava Films	2 reels	
Jungle Round-Up, A	M-G-M	1 reel	Oct. 9
Jungle Secrets	Sava Films	1 reel	
Jungle Tragedy, A	Chesterfield	2 reels	
Keeping 'Em Guessing (Series)	Red Seal	1 reel	
Keeping 'Em Guessing, No. 2	Red Seal	1 reel	
Keeping in Trim (Spotlight)	Pathe	1 reel	
King of the Beasts (Cartoon)	F. B. O.	1 reel	
Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod.	2 reels	
Ko Ko Song Car-Tunes (Series)	Red Seal	1 reel	
Land of Rivers (Scenic)	Service Film	1 reel	
Last Man, The	Chesterfield	2 reels	
Law of the North (Mustang)	Universal	2 reels	Sept. 18
Leaps and Bounds (Spotlight)	Pathe	1 reel	Mar. 13
Lest We Forget	Educational	1 reel	May 1
Let Loose (Mustang)	Universal	2 reels	
Let's Go Fishing	Cranfield & Clarke	1 reel	
Let's Paint	Cranfield & Clarke	1 reel	
Lightnin' Flashes (Drama)	Sava Films	2 reels	
Lightnin' Strikes (Drama)	Sava Films	2 reels	
Lightnin' Wins (Drama)	Sava Films	2 reels	
Lightning Hutch (Serial)	Arrow Film	1 reel	
Light on Lookout Mountain, The	Cranfield & Clarke	2 reels	
Lion Charge, The	Cranfield & Clarke	1 reel	May 22
Lion's Mate, The	Chesterfield	2 reels	
Little Warrior, The (Mustang)	Universal	2 reels	July 24
Lizzie's Last Lap (Novelty)	Cranfield & Clarke	1 reel	
Last Arrow, The (Scenic and Narrative)	Castle Films	1 reel	Oct. 16
Love Deputy, The (Mustang)	Universal	2 reels	
Love Fighter Fearless (Dog)	Chesterfield	2 reels	
Lumber Jacks, The (Variety)	Fox	1 reel	Aug. 14
Making of a King (Prince of Wales)	Cranfield & Clarke	2 reels	
Man's Size Pet, A (Tuttle Western)	Universal	2 reels	Oct. 9
Marvels of Motion (Series)	Red Seal	1 reel	
Marvels of Motion, Issue H	Red Seal	1 reel	
Marvels of Motion, Issue I	Red Seal	1 reel	
Marvels of Motion, Issue J	Red Seal	1 reel	
Marvels of Motion, Issue K	Red Seal	1 reel	
Menace of the Alps, The	Universal	1 reel	Mar. 27
Merry-Go-Round of Travel, A (Hodge Podge)	Educational	1 reel	Oct. 16
Modern Venus, The	Cranfield & Clarke	1 reel	
Mona Lisa, The	Educational	2 reels	
More Ways Than One (Spotlight)	Pathe	1 reel	Oct. 16
Mother O'Mine	Cranfield & Clarke	1 reel	
Mother, The (Famous Paintings)	Cranfield & Clarke	2 reels	May 22
Mountain Molly O (Mustang)	Universal	2 reels	April 17
Mountain of the Law, The (Variety)	Fox	1 reel	June 19
Mount Sinai	Pathe	1 reel	
Movie Struck	Cranfield & Clarke	2 reels	
My Old Kentucky Home (Song Car-tune)	Red Seal	1 reel	April 10
Mystery Pilot, The (Serial)	Rayart	1 reel	
Neptune's Domain (Hodge Podge)	Educational	1 reel	June 5
Nervous Moments (Spotlight)	Pathe	1 reel	May 1
Night Prowler, The (Scandal of America)	Artclass	1 reel	
Nurnberg the Toy City (Sketch Book)	Fox	1 reel	
Off Shore Trails (Variety)	Fox	1 reel	
Old Black Joe (Song Car-Tune)	Red Seal	1 reel	July 10
One Wild Time (Mustang)	Universal	2 reels	Mar. 27
Outlaw Love (Mustang)	Universal	2 reels	
Out of the Inkwell (Series)	Red Seal	1 reel	
Pack Up Your Troubles (Song Car-Tune)	Red Seal	1 reel	
Pathe Review, No. 17	Pathe	1 reel	May 1
Pathe Review, No. 18	Pathe	1 reel	May 1
Pathe Review, No. 19	Pathe	1 reel	May 15
Pathe Review, No. 20	Pathe	1 reel	May 22
Pathe Review, No. 21	Pathe	1 reel	May 22
Pathe Review, No. 22	Pathe	1 reel	May 29
Pathe Review, No. 23	Pathe	1 reel	June 5
Pathe Review, No. 24	Pathe	1 reel	June 26
Pathe Review, No. 25	Pathe	1 reel	June 26
Pathe Review, No. 26	Pathe	1 reel	
Pathe Review, No. 27	Pathe	1 reel	July 3
Pathe Review, No. 28	Pathe	1 reel	July 24
Pathe Review, No. 29	Pathe	1 reel	July 17
Pathe Review, No. 30	Pathe	1 reel	
Pathe Review, No. 31	Pathe	1 reel	July 31
Pathe Review, No. 32	Pathe	1 reel	Aug. 21
Pathe Review, No. 33	Pathe	1 reel	Aug. 21
Pathe Review, No. 34	Pathe	1 reel	Aug. 28
Pathe Review, No. 35	Pathe	1 reel	
Pathe Review, No. 36	Pathe	1 reel	
Pathe Review, No. 37	Pathe	1 reel	
Pathe Review, No. 38	Pathe	1 reel	
Pathe Review, No. 39	Pathe	1 reel	
Pathe Review, No. 40	Pathe	1 reel	
Pathe Review, No. 41	Pathe	1 reel	
Pathe Review, No. 42	Pathe	1 reel	
Pathe Review, No. 43	Pathe	1 reel	
Pathe Review, No. 44	Pathe	1 reel	

Title	Distributed by	Length	Reviewed
Pathe Review, No. 45	Pathe	1 reel	
Payroll Holdup, The (Scandal of America)	Artclass	1 reel	
Peeking at the Planets (Hodge Podge)	Educational	1 reel	July 17
Pep of the Lazy J. (Mustang)	Universal	2 reels	Aug. 14
Pilgrimages to Palestine (Series)	Universal	1 reel	
Pinnacle Rider, The (Mustang)	Universal	1 reel	Oct. 16
Pioneer Blood (Mustang)	Universal	2 reels	Oct. 16
Pyerock Goes Wild (Mustang)	Universal	2 reels	
Planting Season, The (Spotlight)	Pathe	1 reel	June 5
Poland—A Nation Reborn (Variety)	Fox	1 reel	June 26
Popular Song Parodies (Series)	Artclass	1 reel	
Pup's Tale, A (Sketch Book)	Pathe	1 reel	
Putting on Dog (Variety)	Fox	1 reel	
Quick on the Draw (Mustang)	Universal	2 reels	April 17
Radio Detective, The (Serial)	Universal	10 episodes	April 17
Radio Personalities (Series)	Artclass	1 reel	
Radio Personalities, Vol. A	Artclass	1 reel	
Radio Personalities, Vol. B	Artclass	1 reel	
Radio Personalities, Vol. C	Artclass	1 reel	
Radio Personalities, Vol. D	Artclass	1 reel	
Rambling in Old Japan	Cranfield & Clarke	1 reel	
Rare Bibs (A Curocity)	Educational	1 reel	Oct. 9
Reelviews (Series)	Red Seal	1 reel	
Reelviews, Issue A	Red Seal	1 reel	
Reelviews, Issue B	Red Seal	1 reel	
Reelviews, Issue C	Red Seal	1 reel	
Reelviews, Issue D	Red Seal	1 reel	
Rescue, The (Mustang)	Universal	2 reels	
Restless Race, The (Spotlight)	Pathe	1 reel	Oct. 16
Return of the Riddle Rider, The (Serial)	Universal	10 episodes	
Revolutions per Minute (Spotlight)	Pathe	1 reel	June 5
Rhinoceros Hunt, The	Cranfield & Clarke	1 reel	
Ridin' For Love (Mustang)	Universal	2 reels	
Riding For a King (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Ringer, The (Donoghue Racing Drama)	Hi-Mark Prod.	2 reels	
Rocky Mountain Gold	Fox	1 reel	Oct. 9
Rustler By Proxy (Mustang)	Universal	2 reels	Aug. 28
Rushing Waters	Cranfield & Clarke	1 reel	
Rustler's Secret, The (Mustang)	Universal	2 reels	
Saddle Tramp, The (Mustang)	Universal	2 reels	
Scandal of America (Series)	Artclass	1 reel	
Scotty of the Scouts (Serial)	Rayart	1 reel	
Screen Star Sports (Series)	Artclass	1 reel	
Screen Star Sports, Vol. A	Artclass	1 reel	
Screen Star Sports, Vol. B	Artclass	1 reel	
Screen Star Sports, Vol. C	Artclass	1 reel	
Screen Star Sports, Vol. D	Artclass	1 reel	
Screen Snapshots (Series)	Columbia	1 reel	
Screen Snapshots, No. 13	Columbia	1 reel	June 26
Screen Snapshots, No. 14	Columbia	1 reel	July 3
Searchlight (Series)	Red Seal	1 reel	
Searchlights, Issue A	Red Seal	1 reel	
Searchlights, Issue B	Red Seal	1 reel	
Searchlights, Issue C	Red Seal	1 reel	
Searchlights, Issue D	Red Seal	1 reel	
Seas of the World	Red Seal	1 reel	
Shadowland	Cranfield & Clarke	1 reel	Sept. 18
Shadows of the Tiger	Sava Films	2 reels	
Sheik of Araby, The (Song Parody)	Artclass	1 reel	
Shoot 'Em Up, Kid (Mustang)	Universal	2 reels	Aug. 28
Short Shots (Series of 26)	Universal	1 reel	
Show Cowpuncher, The (Mustang)	Universal	2 reels	
Silent Flyer, The (Serial)	Universal	10 episodes	
Sin	Cranfield & Clarke	2 reels	
Sketch Book (Series)	Pathe	1 reel	
Skenographs (Series)	Cranfield & Clarke	1 reel	
Sky Skidder, The (Serial)	Bischoff	10 episodes	
Snowed In (Serial)	Pathe	10 episodes	June 26
Songs of Central Europe (Melody Series)	Pathe	1 reel	
Songs of England (Melody Series)	Pathe	1 reel	Feb. 6
Songs of France (Melody Series)	Pathe	1 reel	Aug. 21
Songs of Italy (Melody Series)	Pathe	1 reel	July 24
Songs of Scotland (Melody Series)	Pathe	1 reel	Feb. 6
Songs of Spain (Melody Series)	Pathe	1 reel	June 26
Songs of the Northern States	Pathe	1 reel	
Songs of Yesterday	Cranfield & Clarke	1 reel	
So This Is America (Travelogue)	Castle Films	1 reel	Oct. 16
So This Is Europe (Travelogue)	Castle Films	1 reel	Oct. 16
Soul of the Cypress	Red Seal	1 reel	Feb. 27
Spanish Holiday (Variety)	Fox	1 reel	
Spirit of Play, The (Spotlight)	Pathe	1 reel	Aug. 28
Sportsman's Dream	Cranfield & Clarke	1 reel	
Steele Preferred	American Cinema	1 reel	
Stick-up Man (Scandal of America)	Artclass	1 reel	
String of Diamonds Fearless (Dog)	Chesterfield	2 reels	
Strings of Steel (Serial)	Universal	10 episodes	
St. Pauls	Cranfield & Clarke	1 reel	
Sweden Today (Variety)	Fox	1 reel	May 15
Sweet Adeline (Song Car-tune)	Red Seal	1 reel	
Table Manners	Bray Prod.	2 reels	
Teaching Table Manners Via Films	Red Seal	1 reel	Sept. 25
Terrors of the Jungle	Sava Films	2 reels	
Tin Bronc, The (Mustang)	Universal	2 reels	June 5
Trapped (Mustang)	Universal	2 reels	
Trails of the Gods	Cranfield & Clarke	1 reel	
Trail of the North Wind	Cranfield & Clarke	2 reels	
Tramp, Tramp the Boys Are Marching	Red Seal	1 reel	May 1
Travels in Toyland (Variety)	Fox	1 reel	
Tulip Land	Cranfield & Clarke	1 reel	
Under Colorado Skies (Variety)	Fox	1 reel	
Under Desert Skies (Mustang)	Universal	2 reels	
Unexpected Visitor (Scandal of America)	Artclass	1 reel	
Valiant Skipper, The	Cranfield & Clarke	2 reels	
Vanishing Millions (Serial)	Sierra Pictures	15 episodes	
Velocity	Bray Prod.	2 reels	
Vision, The	Educational	2 reels	May 22
Whatnots (Curiosity)	Educational	1 reel	Oct. 9
When Bonita Rode (Mustang)	Universal	2 reels	Sept. 25
When East Meets West (Mustang)	Universal	2 reels	July 31
When Oscar Went Wild (Mustang)	Universal	2 reels	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whirlwinds (Series)	F. B. O.	1 reel	
Wild America (Variety)	Fox	1 reel	May 22
Wire Tigers, The	Chesterfield	2 reels	
Where the Silver River Gleams	Cranfield & Clarke	1 reel	
Whirlwind Driver, The (Mustang)	Universal	2 reels	Sept. 18
Whispering Smith Rides (Serial)	Universal	10 episodes	
White Waters	Cranfield & Clarke	2 reels	
Who Is Safe? (Scandal of America)	Artclass	1 reel	
Winking Idol, The (Serial)	Universal	10 episodes	Mar. 20
Wolf, The Fearless (Dog)	Chesterfield	2 reels	
Wolf's Brush	Cranfield & Clarke	2 reels	
Wonder Book Series	Short Film	1 reel	
Wonderful Water	Service Film Corp.	1 reel	May 1
Wonders of the Blue Gulf of Mexico	Service Film Corp.	1 reel	
Wooden Shoes	Cranfield & Clarke	1 reel	Dec. 12



# Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Accused	Special Cast	Inde. Film	5000 feet	Jan. 16
Ace High	Hoot Gibson	Universal		
Action Galore	Buddy Roosevelt	Artclass	5000 feet	
Adorable Deceiver, The	Alberta Vaughn	F. B. O.		
Advice to the Lovelorn	Wally Wales	Universal		
Against the Wall	Jean Herschott	Assoc. Exhib.		
Alias the Deacon	Lon Chaney	Universal		
Alonzo, the Armless	Marie Prevost	M-G-M		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		
American Tragedy, An	Adolph Menjou	Paramount		
An Angel Passes	Adolph Menjou	Paramount		
Ankles Preferred	Adolph Menjou	Fox		
Anna Karenina	Lillian Gish	M-G-M		
Annie Laurie	Lillian Gish	M-G-M		
Aristocrat, The	Famous Attractions			
Arizona Nights	Fred Thomson	F. B. O.		
Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Ashes	C. Griffith-T. Moore	First National		
Atlantis	C. Griffith-T. Moore	First National		
Auctioneer, The	George Sidney	Fox		
Avenger, The	Bob Custer	F. B. O.		
Back Slapper, The	John Gilbert	M-G-M		
Bad Habits	Special Cast	Astor Dist.		
Bad Little Good Girl	Wally Wales	Chadwick		
Bandit Buster, The	Al Wilson	Assoc. Exhib.		
Bandits of the Air	Pola Negri	Assoc. Exhib.		
Barbed Wire	John Gilbert	Paramount		
Bardelys the Magnificent	Mary Philbin	M-G-M		
Bargain Bride, The	Monte Blue	Universal		
Barriers of Fire	Special Cast	Warner Bros.		
Beau Geste	Special Cast	Paramount	10 reels	Sept. 11
Beauty	Special Cast	M-G-M		
Beauty and the Beast	Colman-Banky	United Artists		
Bed and Board	Doris Kenyon	First National		
Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Behind the Screen	Special Cast	M-G-M		
Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Beloved Fraud, The	John Barrymore	American Cinema		
Beloved Rogue	John Barrymore	United Artists		
Ben Burbridge's African				
Gorilla Hunt			8 reels	June 26
Ben Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Bertha, the Sewing Machine	Madge Bellamy	Fox		
Girl	Syd Chaplin	Warner Bros.		
Better 'Ole, The	La Plante-T. Moore	Lumas		
Beware of Widows	Bill Patton	Chesterfield	5 reels	
Beyond the Trail	George O'Hara	F. B. O.		
Bigger They Are, The	George Lewis	Universal		
Big Gun, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Big Parade, The	Arthur J. Lamb	Universal		
Bill of Sale, The	Universal			
Bill Smith, M.D.	Columbia Pictures			
Birds of Prey	Warner Bros.			
Bitter Apples	Monte Blue	Warner Bros.		
Black Diamond Express	Monte Blue	Warner Bros.		
The	Monte Blue	Warner Bros.		
Black Ivory	Warner Bros.			
Black Tears	Gorman Pictures			
Blazing Courage	Buffalo Bill, Jr.	Assoc. Exhib.		
Blind Trail, The	Leo Maloney	Artclass	4950 feet	
Blue Eagle, The	Fox			
Border Patrol, The	Harry Carey	Pathe		
Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Branded	Bob Custer	F. B. O.		
Bred in Old Kentucky	Viola Dana	F. B. O.		
Breed of the Sea	R. Ince-M. Livingston	F. B. O.		
Broadway Drifter, A	Gorman Pictures			
Broken Hearts	M. Schwartz-L. Lee	Jaffe Art Film	7500 feet	Mar. 20
Broncho Twister, The	Buck Jones	Fox		
Brute, The	Monte Blue	Warner Bros.		
Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Burning Bridges	Harry Carey	Pathe		
Butter and Egg Man, The	First National			
Callahans and the Murphys				
The				
Call in the Night, A	M-G-M			
Camille	Truart		5000 feet	
Cancelled Debt, The	Pola Negri	Paramount		
Canyon of Light	Special Cast	Sterling Pict.		
Captain Sazarc	Tom Mix	Fox		
Captain Salvation	Ricardo Cortez	Paramount		
Captain's Courage, A	M-G-M			
Casey at the Bat	R. Holt-D. Dwan	Rayart		
Cat and the Canary, The	W. Beery-R. Hatton	Paramount		
Certain Young Man, A	Universal			
Chains	Ramon Novarro	M-G-M		
Charity Ball, The	Bennett-Colman	United Artists		
Cheating Danger	M-G-M			
Cheerful Fraud, The	Dick Talmadge	Universal		
Cheyenne Days	Reginald Denny	Universal		
Chic Chick, The	Hoot Gibson	Universal		
Children of Divorce	Alberta Vaughn	F. B. O.		
Christine of the Big Tops	Paramount			
Cigarette Maker's Romance	Garon-Landis	Sterling Pict.		
The	Special Cast	M-G-M		
Circus, The	Charles Chaplin	United Artists		
City, The	J. Gaynor-W. McGrail	Fox		
City of Shadows, The	F. B. O.			
Cleaner Flame, The	Louise Carter	Arrow		
Climbers, The	Irene Rich	Warner Bros.		
Closed Gates	Special Cast	Sterling Pict.		
Clown, The	John Gilbert	Columbia Pictures		
Cock o' the Walk	John Gilbert	M-G-M		
College Days	Tiffany	M-G-M		
College Widows	Dolores Costello	Warner Bros.		
Come On Charley	Devore-Horton	Assoc. Exhib.		
Coney Island	Special Cast	M-G-M		
Confession	Pola Negri	Paramount		
Confessions of a Bachelor	Assoc. Exhib.			
Confessions of a Flapper	Assoc. Exhib.			
Confessions of a Divorcee	Assoc. Exhib.			
Confessions of a Widow	Assoc. Exhib.			
Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Cossacks, The	John Gilbert	M-G-M		
Country Doctor, The	Paye-R. Schildkraut	Prod. Dist. Corp.		
Cowboy Grit	Buffalo Bill, Jr.	Assoc. Exhib.		
Cow Punching for Cupid	Tom Tyler	F. B. O.		
Cradle Snatchers	Fox			
Crashing Hoofs	Bob Custer	F. B. O.		
Crashing Timbers	Harlan-Dana	Universal		
Crazy Fool, The	M-G-M			
Crisis, The	Special Cast	M-G-M		
Crooks Tours	George O'Hara	F. B. O.		
Cruise of Jasper B. The	Rod La Rocque	Prod. Dist. Corp.		
Cruel Truth, The	Sterling Pict.			
Crystal Cup, The	Dorothy Mackaill	First National		
Cyclone of the Range	Tom Tyler	F. B. O.		
Cyclone Sam	Buffalo Bill, Jr.	Assoc. Exhib.		
Cyrano de Bergerac	Special Cast	9500. July 18, '25		
Danger Line, The	Special Cast	Astor Dist.		
Dangerous Friends	T. R. Barnes-M. Gay	Sterling Pict.		
Dangerous Virtue	Jane Novak	Lee-Bradford		
Dangers of Working Girls	Lumas			
Daring Venus, The	First National			
Dark Horse, The	Harry Carey	Prod. Dist. Corp.		
Darling of the Gods, The	United Artists			
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-W. Louis	Warner Bros.		
Defend Yourself	Dorothy Drew	Dependable Films	5000 feet	Jan. 9
Desert Legion, The	Fred Thomson	F. B. O.		
Desert's Toil, The	Frances McDonald	M-G-M		
Desert Valley	Buck Jones	Fox		
Desert Whirlwind, The	Bob Custer	F. B. O.		
Detour	Buffalo Bill, Jr.	Prod. Dist. Corp.		
Deuce High	G. O'Brien-J. Gaynor	Artclass	5000 feet	
Devil's Master, The	G. O'Brien-J. Gaynor	Fox		
Devil's Partner, The	Truart		5000 feet	
Dixie	Universal			
Do Clothes Make the				
Woman?	Mrs. Valentino	F. B. O.		
Don Juan	John Barrymore	Warner Bros.	10 reels	Aug. 21
Don't Lie to Your Wife	Haver-McDonald	Arrow		
Don't Tell the Wife	Irene Rich	Warner Bros.		
Double Daring	Wally Wales	Artclass	4800 feet	
Double Handed Bandit, The	Bob Custer	F. B. O.		
Down Grade, The	Wm. Fairbanks	Lumas		
Down the Stretch	Agnew-Nixon	Universal		
Driven From Home	Chadwick			
Drivin' Mad	American Cinema			
Duke of Black Butte, The	Fred Humes	Universal		
Eager Lips	Chadwick			
Easy Going	Buddy Roosevelt	Artclass	4900 feet	
Eden's Fruit	Famous Attractions			
Everybody's Acting	Betty Bronson	Paramount		
Exclusive Rights	Famous Attractions			
Exit Smiling	Beatrice Lillie	M-G-M		
Eyes of the Totem	Special Cast	Assoc. Exhib.		
Eyes of Youth	Gloria Swanson	United Artists		
False Hopes	Gorman Pictures			
Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib.		
Fast and Furious	Reginald Denny	Universal		
Fast Life in New York	Special Cast	M-G-M		
Fifth Horseman, The	Lee-Bradford			
Fighting Cheat	Wally Wales	Artclass	4600 feet	
Fighting Cub, The	Truart		5800 feet	
Fighting Don, The	Richard Talmadge	Universal		
Fighting Foundling, The	Jack Hoxie	Universal		
Fighting Love, A	Jetta Goudal	Prod. Dist. Corp.		
Fighting Marine, The	Gene Tunney	Pathe		
Fighting Ranger, The	Bob Custer	F. B. O.		
Finnegan's Ball	Assoc. Exhib.			
Fire Brigade, The	M. MacAvoy-C. Ray	M-G-M		
Flaming Fury	Buddy Roosevelt	Assoc. Exhib.		
Flashing Fangs	Ranger (Dog)	F. B. O.		
Flash in the Night, A	American Cinema			
Flash Kid, The	Dick Talmadge	Universal		
Flesh and the Devil, The	J. Gilbert-G. Garbo	M-G-M		
Flying Fool, The	Al Wilson	Assoc. Exhib.		
Follow the Signs	Universal			
Forbidden Trails	Bill Cody	Assoc. Exhib.		
Forest of Destiny, The	Gotham Prod.			
For Ladies Only	Columbia Pictures			
For Vives Only	Prod. Dist. Corp.			
Four Feathers	Richard Barthelmess	First National		
Four Flushers, The	Reginald Denny	Universal		
Four Horsemen of America, The	Special Cast	Assoc. Exhib.		
Four Stragglers, Th	Special Cast	M-G-M		
Fourth Commandment, The	Belle Bennett	Universal		
Free Souls	Norma Shearer	M-G-M		
Fresh Air	Ray-Olmstead	M-G-M		
Friends	Special Cast	Vitagraph		
Frozen Justice	Victor McLagen	Fox		
Fullback, The	Fox			
Funny Face	Alberta Vaughn	F. B. O.		
Gaby	V. Valli-G. O'Brien	Fox		
Gambling Chaplain, The	Special Cast	M-G-M		
Galloping Jinx	Buddy Roosevelt	Artclass	4860 feet	
Galloping On	Wally Wales	Artclass	5000 feet	
Galloping Thunder	Tom Tyler	F. B. O.		
Garden of Allah, The	Alice Terry	M-G-M		
Garden of Allah, The	N. Talmadge-R. Colman	United Artists		
Garden of Eden, The	Special Cast	M-G-M		
Gay Old Bird, The	Fazenda-Louis	Warner Bros.		
General, The	Buster Keaton	United Artists		
George Washington Cohen	George Jessel			
Get Off the Earth	Raymond Griffith	Paramount		
Get Set—Go	George O'Hara	F. B. O.		
Getting Gertie's Garter	Marie Prevost	Prod. Dist. Corp.		
Gilt-Edged	Richard Talmadge	F. B. O.		
Girl in the Rain, The	David Butler	Carlome Pict.		
Girl Who Dared, The	Evelyn Brent	F. B. O.		
Girl Who Smiles, The	Evelyn Brent	Columbia Pictures		
Glorious Gamble, The	Evelyn Brent	F. B. O.		
Glory Diggers, The	M-G-M			
God Gave Me Twenty Cents	Special Cast	Paramount		
God's Great Wilderness	American Cinema			
Going! Going! Gone!	George O'Hara	F. B. O.		
Gold	C. Geraghty			
Goose Man, The	Special Cast	M-G-M		
Gorilla, The	Fox			
Grand Army Man, The	Novarro-Terry	M-G-M		
Great Galeoto, The	Wallace Beery	Paramount		
Greatest Show on Earth	Universal			
Gulliver's Travels	First National			
Gun Gospel	Ken Maynard	M-G-M		
Hairpin Duchess, The	Special Cast	F. B. O.		
Hair-Trigger Barton	Bob Custer	Astor Dist.		
Harem Girl, The	Special Cast	Prod. Dist. Corp.		
Harp in Hock, A	Schildkraut-Coghlan	First National		
Hat of Destiny, The	First National			
Haunted Lady, The	Assoc. Exhib.			



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Haven, The	Special Cast	M-G-M			Monkey Talks, The	Bellamy-Lowe-J. Trevor	Fox		
Head of the House of Coombe, The		First National			Morals of Today		Gorman Pictures		
Heart Collector, The	Alberta Vaughn	F. B. O.			Mortimer's Millions	Johnny Hines	First National		
Heart of a Cowboy, The	Bob Custer	F. B. O.			Mother		F. B. O.		
Heart of Maryland, The	Dolores Costello	Warner Bros.			Mount Eagle, The	Nita Naldi	Lee-Bradford		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp.			Mountains of Manhattan		Lumas		
Held by the Law	M. De La Motte	Universal			Music Master, The		Fox		
Hello Bill		F. B. O.			My Official Wife	I. Rich-Tearle	Warner Bros.		
Hell's Kitchen		First National			Mysterious Island	Special Cast	M-G-M		
Here He Comes	Earle Douglas	Sierra Pictures	5000 feet		Mysterious Rider, The		Paramount		
Her Father Said No	Brian-Cooke-Guard	F. B. O.			Mystery Lady, The	Special Cast	M-G-M		
Hero on Horseback, A	Hoot Gibson	Universal			My Wife's Friend		First National		
High Society	Tom Mix	Fox			My Wife's Honor	Dolores Del Rio	Fox		
High Stakes	Evelyn Brent	F. B. O.			Naughty But Nice	Colleen Moore	First National		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros.			Naughty Marietta	Marion Davies	M-G-M		
His Dog	Rod La Rocque	Prod. Dist. Corp.			Nervous Wreck, The	Special Cast	Prod. Dist. Corp.		
His Woman	Special Cast	Whitman Bennett	7 reels		New York	Lya de Putti	Paramount		
Hit! Taxi!	George O'Hara	F. B. O.			Next Generation, The	Special Cast	M-G-M		
Holy Terror, A		Fox			Next Year's Model	Alberta Vaughn	F. B. O.		
Home, Sweet Home	Special Cast	Gorman Pictures			Night Bride, The	Marie Prevost	Prod. Dist. Corp.		
Honesty the Best Policy	Johnny Walker	Fox			Night School, The		M-G-M		
Hoodoo Ranch	Buddy Roosevelt	Artclass	4650 feet		Night Siren, The	Evelyn Brent	F. B. O.		
Horses and Women		Famous Attractions			Night Watch, The	Special Cast	Truart	5000 feet	
Hounds of Spring		First National			Noah's Ark		Warner Bros.		
Human Mill, The	Blanche Sweet	M-G-M			Nobody's Widow	Leatrice Joy	Prod. Dist. Corp.		
Human Nature		Gorman Pictures			No Control	P. Haver-H. Ford	Prod. Dist. Corp.		
Human Playthings	Betty Compson	M. P. Guild			Nocturne	Special Cast	M-G-M		
Hurricane, The	Special Cast	Truart			North of Nome	Special Cast	Arrow	5491 feet	
Hurricane Horsemen	Wally Wales	Artclass	4950 feet		No Speed Limit	Al Wilson	Assoc. Exhib.		
Hurry Up Man, The	Dick Talmadge	Universal			Oh! What a Night		Sterling Pict.		
Husband Hunters		Tiffany			Old Heidelberg	Ramon Novarro	M-G-M		
I Can Do It	Special Cast	M-G-M			Old Ironsides	Special Cast	Paramount		
I'll Tell the World	Olmstead-Arthur	M-G-M			One Hour of Love	Jacqueline Logan	Tiffany		
Impostor, The	Evelyn Brent	F. B. O.			One Increasing Purpose	Lowe-Rubens	Fox		
In His Arms	Special Cast	M-G-M			Open Book	Special Cast	M-G-M		
In the First Degree		Sterling Pict.			Ou, Lal Lal	Alberta Vaughn	F. B. O.		
Irish Eyes	George O'Hara	F. B. O.			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib.		
Irish Hearts	Dolores Costello	Warner Bros.			Out of the Ruins		First National		
Isle of Forbidden Kisses, The	Jack Trevor	Universal			Out of the West	Tom Tyler	F. B. O.		
Isle of Life, The	Stone-Kenyon	First National			Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.		
Is Zat So?	Special Cast	Fox			Paradise for Two	Richard Dix	Paramount		
It	A. Moreno-C. Bow	Paramount			Pass in Paradise		Prod. Dist. Corp.		
It Could Have Happened	Colleen Moore	First National			Peacocks of Paris	B. Lyon-D. Mackaill	First National		
Jack o' Diamonds	George O'Hara	F. B. O.			Personality	Gloria Swanson	United Artists		
Jail Birds, Inc.		First National			Phantom Flyer, The	Al Wilson	Assoc. Exhib.		
Jason	Special Cast	M-G-M			Phantom Ranger, The	Bill Cody	Assoc. Exhib.		
Jazz Singer, The	George Jessel	Warner Bros.			Pleasure Before Business	V. Valli-C. Geraghty	Columbia Pictures		
Jerry Settles Down	Tom Tyler	F. B. O.			Pleasure Garden, The	Evelyn Brent	Lee-Bradford		
Jewels of Desire	Priscilla Dean	Prod. Dist. Corp.			Pleasure Highway	Special Cast	F. B. O.		
Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp.			Plumes	Norma Shearer	M-G-M		
Jocelyn's Wife	Pauline Frederick	Tiffany			Polly of the Circus	Marion Davies	M-G-M		
Justice of the Far North		Columbia	5500 feet		Polly Preferred	Norma Shearer	M-G-M		
Just Off Broadway	Corinne Griffith				Polly With a Past		Sterling Pict.		
Keep Going	Earl Douglas	Sierra Pictures			Poor Fish, The		Columbia Pictures		
Kidnapped in New York		American Cinema			Poor Girls		First National		
Kid's Last Fight, The	Tom Tyler	F. B. O.			Poor Nut, The		Paramount		
King of Kings, The	Special Cast	Prod. Dist. Corp.			Popular Sin, The	Vidor-Nissen	Chadwick	6000 feet	
King of the Air	Al Wilson	Assoc. Exhib.			Power of the Weak, The	Alice Calhoun	Columbia Pictures		
King of the Saddle	Bill Cody	Assoc. Exhib.			Price of Honor, The		F. B. O.		
Kiss and Make Up	Laura La Plante	Universal			Princess Pro Tem	Evelyn Brent	First National		
Ladies Must Love	Rod La Rocque	Prod. Dist. Corp.			Prisoners		Universal		
Ladies of Ease		Chadwick			Prowlers of the Night	Fred Humes	M-G-M		
Lady Be Good		First National			Puppets	Mae Murray	First National		
Lady of Leisure	Special Cast	M-G-M			Purple and Fine Linen	Corinne Griffith	M-G-M		
Lady With the Lamp, The		Florence Nightingale			Quality Street	R. Agnew-A. Cornwall	Lumas Film		
Larceny, Ltd	Evelyn Brent	F. B. O.			Racing Blood		Tiffany		
Last Chance, The	Bill Patton	Chesterfield			Raging Seas	M. Marsh-I. Novello	Lee-Bradford		
Last of Mrs. Cheney	Adolphe Menjou	Paramount			Rat, The	Bowers-Cornwall	Assoc. Exhib.		
Laurels	Mae Murray	M-G-M			Raw Country, The	Buddy Roosevelt	Artclass	4950 feet	
Lawless Valley	Bill Cody	Assoc. Exhib.	5000 feet		Reckless Courage	Tom Tyler	F. B. O.		
Les Miserables		Universal			Red Hot Hoofs		Sterling Pict.		
Let's Go	Fred Humes	Universal			Red Signals		M-G-M		
Life of an Actress		Chadwick			Red, White and Blue	Fred Thomson	F. B. O.		
Life of a Woman		Tiffany	6500 feet		Regular Scout, A				
Lightning Chaser, The	George O'Hara	F. B. O.			Rejuvenation of Aunt Mary		Special Cast	Prod. Dist. Corp.	
Lightnin' Lariat	Tom Tyler	F. B. O.			Remember	Special Cast	Columbia Pictures		
Lighting Express, The		Columbia Pictures			Resurrection		United Artists		
Limehouse Lou	Evelyn Brent	F. B. O.			Return of a Soldier	Special Cast	M-G-M		
Little Adventuress, The	Vera Reynolds	Prod. Dist. Corp.			Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.		
Little Firebrand, The	Edith Thornton	Arrow Pictures	5007 feet	Dec. 1	Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.		
London	Dorothy Gish	Paramount			Rider of the Plains	Tim McCoy	M-G-M		
Look Who's Here	Dick Talmadge	Universal			Riders of the Wind		First National		
Lord Hokus	E. E. Horton	Assoc. Exhib.			Riding Honor	Art Accord	Universal		
Lost House, The		Columbia Pictures			Riding Rivals	Wally Wales	Artclass	5000 feet	
Love in a Cottage	Betty Compson	M. P. Guild			Ridin' 'Em Ragged	Tom Tyler	F. B. O.		
Love Me and the World Is Mine	Philbin-Kerry	Universal			Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.		
Love o' Women	Blanche Sweet	Fox			Rise and Fall of Jesse James		J. S. Woody		
Love Thrill, The	Laura La Plante	Universal			Roaring Crowd, The		F. B. O.		
Loyalties	Special Cast	Fox			Roaring Rider	Wally Wales	Artclass	4780 feet	
Luck and Sand	Leo Maloney	Artclass	5000 feet		Rogue's Riches	Special Cast	Astor Dist.		
Lure of the West	Eileen Sedgwick	Chesterfield			Romance	Ramon Novarro	M-G-M		
Lure of the Yukon, The		Assoc. Exhib.			Romance a la Carte	Richard Dix	Paramount		
Lying Truth, The	Milton Sills	First National			Romantic Age, The		Columbia Pictures		
Madame Pompadour	Dorothy Gish	British National Pictures, Inc.			Ropin' Venus, The	Josie Sedgwick	Universal		
Mad Girl of Moscow, The	Evelyn Brent	F. B. O.			Rose-Marie		M-G-M		
Magic Garden, The		F. B. O.			Rose of the Bowery	J. Harron-S. Mason	American Cinema		
Mama Kiss Papa	G. Sidney-V. Gordon	Warner Bros.			Rose of the Tenements	G. O'Brien-McDonald	F. B. O.		
Man and the Woman	Special Cast	M-G-M			Royal Romance		Fox		
Man Bait	Marie Prevost	Prod. Dist. Corp.			Rubber Tires	Bessie Love	Prod. Dist. Corp.		
Man of Quality, A	George Walsh	Excellent Pictures			Rust	Special Cast	M-G-M		
Manon Lescaut	John Barrymore	Warner Bros.			Salvage	E. Williams-McAlister	Standard Pictures		
Man Who Forgot God		Paramount			Savage in Silks, A	Laura La Plante	Universal		
Man With a Thousand Faces	Special Cast	M-G-M			Scarlet Letter, The	Lillian Gish	M-G-M	9000 feet	Aug. 21
Married Alive	Livingston-M. Moore	Fox			See If I Care	Alberta Vaughn	F. B. O.		
Mary of Vassar	Marion Davies	M-G-M			Self Defense	Aileen Percy	Arrow Film Corp.		
Masquerade Bandit, The	Tom Tyler	F. B. O.			Sensation Seekers, The	B. Dove-H. Gordon	Universal		
Matinee Ladies	Special Cast	Warner Bros.			Separate Rooms	Special Cast	Fox		
McFadden's Row of Flats	Murray-Sidney-Conklin	First National			September Love		First National		
Memories	Ramon Novarro	M-G-M			Seventh Heaven	Special Cast	Fox		
Men of the Night	Rawlinson-Hughes-Hawley	Sterling Pict.	5700 feet	July 24	Seward's Folly	Special Cast	M-G-M		
Merry Wives of New York		Chadwick			Shadow Lane		M-G-M		
Message to Garcia, A	Special Cast	M-G-M			Shadow of the Mosque	Stewart Rome	Usa	5750 feet	Dec. 26
Midnight Sun, The	Special Cast	Universal	10 reels	May 1	Shamrock and the Rose		Chadwick		
Mike Donovan of Ireland		First National			Sheik of Hollywood, The	Ben Lyon	First National		
Million Bid, A	Dolores Costello	Warner Bros.			Shenandoah		Famous Attractions		
Million Dollar Doll		Assoc. Exhib.			Sherman Was Right	Alberta Vaughn	F. B. O.		
Missing Link, The	Syd Chaplin	Warner Bros.			She's My Baby		Ginsberg-Kann		
Miss 318	Special Cast	M-G-M			Shock Absorber, The		First National		
Miss Manhattan	Betty Compson	M. P. Guild			Shopworn		Famous Attraction		
Money Isn't Everything	R. Ince-D. Revier	Columbia			Show Business	Mae Murray	M-G-M		
					Show World, The	B. Dove-F. Bushman	Universal		
					Showdown of New York, The		Columbia Pictures		
					Silent Avenger, The		Lumas		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Silent Panther, The	Francis McDonald	M-G-M			Two-Gun McCoy	Bob Custer	F. B. O.		
Silent Rider, The	Hoot Gibson	Universal			Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.		
Silk	Goudal-Schildkraut	Prod. Dist. Corp.			Uncle Tom's Cabin	Special Cast	Universal		
Silken Lady, The	Hulette-Hamilton	Arrow			Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Silk Hat Cowboy, The	Tom Mix	Fox			Up and at 'Em	Dick Talmadge	Universal		
Silver Lanterns	Special Cast	Arrow			Upstream	Dolores Del Rio	Fox		
Simple Sis	Louise Fazenda	Warner Bros.			Vagabond Prince, The	Colman-Banky	United Artists		
Sinews of Steel		Lumas			Valencia	Mae Murray	M-G-M		
Sinners of Paradise		First National			Valley of Hell, The	Francis McDonald	M-G-M		
Sky High	Al Wilson	Assoc. Exhib.			Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Sky Peril, The	Al Wilson	Assoc. Exhib.			Vanishing Hoofs	Wally Wales	Artclass	4900 feet	
Skyscrapers	Special Cast	Prod. Dist. Corp.			Vanity	Leatrice Joy	Prod. Dist. Corp.		
Sky's the Limit, The	Richard Talmadge	Universal			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Slide, Kelly, Slide	William Haines	M-G-M			Virgin Flame, The		M-G-M		
Smith of Cornell	George Walsh	Chadwick			Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
Snowbound		Tiffany			Wag Lady, The		M-G-M		
Sorrell and Son		Paramount			Waiter at the Ritz, The	Raymond Griffith	Paramount		
Somewhere South of Sonora	Ken Maynard	First National			Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
Sorrows of Satan	Adolphe Menjou	Paramount			Wandering Girls		Columbia Pictures		
Span of Life, The	Lon Chaney	M-G-M			Wanted—A Coward	Special Cast	Sterling Pict.		
Speed Boy, The	Dick Talmadge	Universal			War of the Worlds		Paramount		
Speedy Eddy	Devore-Horton	Assoc. Exhib.			War Paint	Tim McCoy	M-G-M		
Speedy Spurs	Buffalo Bill, Jr.	Artclass	5000 feet		Way of an Eagle, The	Special Cast	M-G-M		
Splitting the Breeze	Tom Tyler	F. B. O.			Way Things Happen	Madge Bellamy	Fox		
Sport of Kings, The		First National			Wedding March, The	von Stroheim	Paramount		
Squared Ring, The		Tiffany			Wedlock	Lowe-Perry-Livingston	Fox		
Stark Love	Special Cast	Paramount			West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
Stepping Along	Johnny Hines	First National			What Every Girl Should Know	Patsy Ruth Miller	Warner Bros.		
Story of Mother Machree	Belle Bennett	Fox			What Happened to Father	Sydney Gordon	Warner Bros.		
Strange Bedfellows		M-G-M			What Price Glory?	Special Cast	Fox		
Stronger Than Steel		American Cinema			What Will People Say?		M-G-M		
Studies in Wives		Famous Attractions			Wheel of Life, The	Florence Vidor	Paramount		
Such a Little Pip	Alberta Vaughn	F. B. O.			When Danger Calls	Wm. Fairbanks	Lumas		
Summer Bachelors	M. Moore-Bellamy	Fox			When We Were Twenty-One	Special Cast	M-G-M		
Sunrise	Gaynor-G. O'Brien-Livingston	Fox			While London Sleeps	Rin-Tin-Tin	Warner Bros.		
Sunshine of Paradise Alley		Chadwick			White Chief, The	Monte Blue	Warner Bros.		
Surf Man, The		M-G-M			White Eagle, The	Buck Jones	Fox		
Sweethearts in Every Port	W. C. Fields	Paramount			White Flannels	Special Cast	Warner Bros.		
Tale of a Vanishing People		Tiffany	6500 feet		White Gold	Jetta Goudal	Prod. Dist. Corp.		
Tangled Herds	Buddy Roosevelt	Artclass	5000 feet		White Heat	Special Cast	M-G-M		
Tardy Tolliver	Hale-King	Assoc. Exhib.			White Slave, The	Dix-Dempster	Paramount		
Tarzan and the Golden Lion	James Pierce	F. B. O.			Whose Baby	Alberta Vaughn	F. B. O.		
Tearin' Loose	Wally Wales	Artclass	5000 feet		Wife, The	Special Cast	M-G-M		
Tell It to the Marines	Chaney-Haines	M-G-M			Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib.		
Tempest, The		Tiffany			Wild Geese		Tiffany		
Temptations of a Salesgirl	Betty Compton	M. P. Guild			Wind, The	Lillian Gish	M-G-M		
That Old Gang of Mine	Maclyn Arbuckle	Dependable Films	4900 feet	Jan. 9	Wings	C. Bow-C. Farrell	Paramount	12 reels	
Their Second Honeymoon	Special Cast	M-G-M			Wings of the Storm	R. Howes-V. Faire	Fox		
They're Off	Viola Dana	F. B. O.			Win, Lose or Draw	Leo Maloney	Artclass	5100 feet	
Third Degree, The	Dolores Costello	Warner Bros.			Winner, The	Charles Ray	Chadwick		
Three Twins, The		M-G-M			Winning Oar, The	George Walsh			
Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.			Without Orders	Leo Maloney	Artclass	5100 feet	
Thrill Chaser, The	Alberta Vaughn	F. B. O.			With Their Eyes Open	Adolphe Menjou	Paramount		
Thumbs Down	Special Cast	Sterling Pict.			Wives at Auction	Special Cast	Astor Dist.		
Thundering Speed	Eileen Sedgwick	Chesterfield	.5 reels		Wolf's Clothing	Miller-Blue	Warner Bros.		
Thundering Through	Buddy Roosevelt	Artclass	4725 feet		Wolves of the Air		Ginsberg-Kann		
Timid Tenor, The	George O'Hara	F. B. O.			Woman's Battalion of Death				
Tip Toes	D. Gish-W. Rogers	Paramount			The	Gloria Swanson	United Artists		
Toilers of the Sea	Special Cast	M-G-M			Woman Who Did Not Care		Gotham		
Tongo	Special Cast	M-G-M			Women and Wives		M-G-M		
Tongues of Scandal		Sterling Pict.			Women Love Diamonds		M-G-M		
Top of the World, The		Tiffany			World's Illusion, The		M-G-M		
Tornado Jones	Wally Wales	Assoc. Exhib.			Worst Woman, The		Famous Attractions		
Tornado Terry	George O'Hara	F. B. O.			Wreck, The		Columbia Pictures		
Tracked by the Police	Rin-Tin-Tin	Warner Bros.			Wyoming Whiz, The	Tom Tyler	F. B. O.		
Trailing Shadows	Edmond Lowe	Fox Film			Wrong Mr. Wright, The	Jean Hersholt	Universal		
Trail of '98	K. Dane-P. Starke	M-G-M			Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Trapped	Elinor Fair	Sierra Pictures	5000 feet		Yoke, The	Special Cast	Warner Brothers		
True Blood	Fred Humes	Universal			Young April	Special Cast	Prod. Dist. Corp.		
Turkish Delight		Prod. Dist. Corp.			Your Brother and Mine		American Cinema		
Twelve Miles Out	John Gilbert	M-G-M			You Too	Special Cast	M-G-M		
Twin Triggers	Buddy Roosevelt	Artclass	5000 feet						

## Newspaper Opinions on New Pictures

### "The Blue Boy"—Educational, Ritz, Tulsa, Oklahoma

*World*: "A second feature of the Ritz program is Eugene Roth's 'The Blue Boy.' This production is only two reels in length, however, from standpoint of cast, scenic investiture, artistic treatment and cost of film rental, it is considered a feature picture. It was photographed entirely in natural colors and it is rarely that a more beautiful or effective picture is thrown on the screen."

### "The Better 'Ole' and Vitaphone—Warner Bros., Colony, New York City

*American*: "The magic of the Vitaphone . . . The half of it simply cannot be told. You must go to the Colony Theatre and listen in yourself . . . I am leaving the Colony Theatre conscious I shall have to see 'The Better 'Ole' again."

*Herald-Tribune*: "'The Better 'Ole' . . . as we remember Bruce Bairnsfather's play, could not compare with the screen version pre-

sented last night by Warner Bros. . . . It seems now that we never have seen anything as funny. . . . Don't fail to see 'The Better 'Ole.'"

*Times*: ". . . 'The Better 'Ole' provoked many an outburst of hilarity. . . . Not since the initial offering of the wonderful Vitaphone has such spontaneous applause been heard in a cinema theatre."

*World*: ". . . 'Vitaphone—in which persons pictured also are given voice, seemed again last night to recreate the sensation which followed their first showing across the street at the Warner Theatre some two months ago. . . . 'The Better 'Ole'—no doubt constitutes the funniest, most uproarious stuff which has been brought out of the trenches . . . it fairly bubbles over. . . . It is a good show at the Colony—a more robustly amusing show than is likely to be found playing either on the boards or on the canvas of the old town."

*Daily News*: ". . . 'The film is funny, uproariously, almost hys-

terically so. . . . The Vitaphone program carries more popular appeal than the original one at the Warner Theatre. . . . A first rate evening of entertainment. Don't miss it."

*Mirror*: ". . . 'The Better 'Ole' is merry fun. . . . Don't miss it if you want an hour and a half of hilarious fun . . . you'll relish seeing this bill any day at your leisure."

*New York Journal*: ". . . 'The raves that followed the first showing of the Vitaphone program several months ago were duplicated last night. . . . Vitaphone—the synchronization of sound and sight . . . still remains the cinematic wonder of the decade. . . . I want to say that Vitaphone is wonderful. What is more, I will say it. It is wonderful. . . . And as if all that wasn't enough, the feature picture presented Syd Chaplin in the screen version of Captain Bruce Bairnsfather's 'The Better 'Ole.' . . . the entire film carries out the spirit of Captain Bairnsfather's war caricatures."

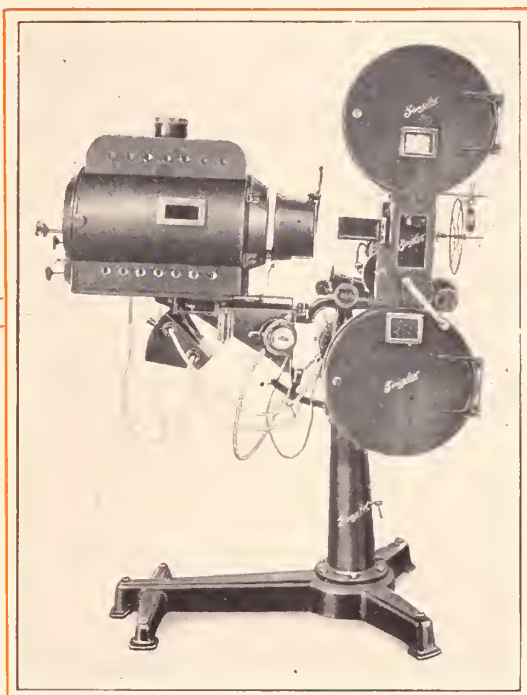
*Graphic*: ". . . 'The first half of the program was devoted to the

Vitaphone, that wonder instrument. . . . After intermission came 'The Better 'Ole.' . . . Old Bill must be seen to be appreciated. If you have laughed at some of Mr. Chaplin's comic characterizations, you'll simply shriek at some of the antics of the old cockney who 'elped win the war. . . . Indeed we don't hesitate to recommend 'The Better 'Ole.' It's a gloom chaser that sent the audience into gales of laughter and Mr. Chaplin's performance is priceless."

*Telegram*: ". . . 'A delighted audience bent before a tornado of such excellent and sustained entertainment as all too rarely swept into the Broadway maelstrom. . . . The Vitaphone features which comprised the first half of the bill were received with perhaps even more enthusiasm than that which greeted this extraordinary synchronization of picture and sound on its initial presentation some months ago at Warner's Theatre. . . . Syd Chaplin will exalt the sternest cynic from gloom to glory with his latest film. And if you know of 'A Better 'Ole' than the Colony, go there. We don't."



*Simplex*



The New Simplex Pedestal—  
one of many improvements  
made in Simplex Projectors

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*—but no extra cost*

We have always made good projectors. But we are always making them better. Our engineers are experimenting with new ideas every day—ideas and new principles that they develop themselves or that they obtain from other great engineers in America and in foreign countries. No matter how trivial or how important a new principle appears, or who discovers it, its value is thoroughly tested by actual application in Simplex laboratories.

Thus the accumulated ability of practically all the engineering world is constantly applied to make Simplex representative of the latest and greatest achievement in Motion Picture Projectors.

Many improvements have been incorporated in Simplex Projectors during the past year or two. One recent improvement, however, that can be readily appreciated is the new type of pedestal with which Simplex Projectors are equipped.

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Testimonial Letters  
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evidence, but the  
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**POSITIVE PROOF  
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*Modern Picture Presentation  
demands the right type, style and  
class of Musical Accompaniment—  
read the attached letter carefully*

**WRITE TODAY**  
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IRVINGTON, N. J.

Congress & Grove  
Theatres

M. M. KRIDEL,  
PRESIDENT

NEWARK, N. J.

May 18, 1926.

Robert Morton Organ Co.,  
1560 Broadway,  
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Gentlemen:-

It is indeed a pleasure for us to be able  
to take this opportunity to thank you and your  
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stalled in our Congress Theatre.

There is no unit in our program which gives  
our patrons more pleasure than the musical accom-  
paniment to our pictures. It has been very sat-  
isfying to us to know that our music has been such  
an overwhelming success.

An organ as complete and successful in every  
detail as your style #49 can only be surpassed by  
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have needed comparatively little attention it has  
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ready at a moments notice to give us every service  
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The success of this organ has prompted us to  
enclose an order for the next Robert Morton Organ  
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With best wishes for your continued success  
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Very truly yours,

Kridel Realty Co., Inc.

*M. M. Kridel*  
President.

J.

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GENUINE DEAGAN PERCUSSIONS USED



October 30, 1926

# Motion Picture News

Reg. U. S. Patent Office

Gee... You're  
Lucky...

Mr. M-G-M Exhibitor!

**The  
Temptress  
jams Capitol  
(N.Y.)  
Held over  
2<sup>nd</sup> Week**

A Cosmopolitan Production with  
GRETA GARBO, ANTONIO  
MORENO, Lionel Barrymore,  
Roy D'Arcy, Marc MacDermott.  
Scenario by Dorothy Farnum —  
From the story by Blasco Ibañez.  
Directed by Fred Niblo.

A Metro-Goldwyn-Mayer Picture

Vol. XXXIV No. 18

Entered as second-class matter April 22, 1926, at the Post Office at New York, N.Y., under act of March 3, 1879.

Published Weekly—\$2.00 a year

PRICE 20 CENTS

Los Angeles

New York

Chicago



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*in*  
**York Pa.**

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**L**EADING exhibitors from coast to coast have found the Wurlitzer Organ such a tremendous attraction that they are using every conceivable advertising medium to bring its power before the public. Now they're using the street cars in York, Pa. You, too, can get the crowds. Install a Wurlitzer. There's a particular style and size for every theatre. Write today for new illustrated catalog.

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SOMETHING NEW  
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**WALTER C. SIMON**  
Noted Composer  
AT THE  
**WURLITZER**

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*Store in all Principal Cities from Coast to Coast*



*We Point*

D. W. GRIFFITH'S "SORROWS OF SATAN" has followed "Beau Geste" into the Broadway long-run hit class. Now playing to S.R.O. every performance at the Geo. M. Cohan Theatre, N.Y., at \$2 top.

*With Pride*

A  
JAMES CRUZE  
PRODUCTION

# "Old Ironsides"

Story by  
Laurence Stallings

with

WALLACE BEERY, ESTHER RALSTON,  
GEORGE BANCROFT and CHARLES FARRELL



"Old Ironsides," James Cruze's epic of our navy, will open on Broadway in November at \$2 top. Unquestionably the greatest historical romance-spectacle ever filmed.

# THE "ROUGH RIDERS"

A  
VICTOR FLEMING  
PRODUCTION

with

MARY ASTOR, CHARLES FARRELL,  
GEORGE BANCROFT AND  
ALL STAR CAST

Story by HERMAN HAGEDORN



Another big dramatic spectacle of the same road show calibre as "Beau Geste" and "Sorrows of Satan." Based on Theodore Roosevelt's fighting cavalry. Filmed on a vast scale.

# D.W. GRIFFITH'S "SORROWS OF SATAN"

BY

MARIE CORELLI

with

ADOLPHE MENJOU

RICARDO CORTEZ

CAROL DEMPSTER and LYA de PUTTI



"In 'Sorrows of Satan,' D. W. Griffith has made a photodrama that excels anything he has done in years," says the N. Y. Times. And the N. Y. Evening World calls it "an achievement in cinematics and in entertainment."

a  
Herbert Brenon  
Production

# "BEAU GESTE"

with

Ronald Colman

By arrangement with Samuel Goldwyn

Alice Joyce, Neil Hamilton,  
Noah Beery, Mary Brian,  
William Powell, Norman Trevor,  
Ralph Forbes and Victor McLaglan

From the novel by  
Percival C. Wren



"Beau Geste" is the biggest \$2 screen smash on Broadway!



If it's a Paramount Picture it's the best show in town!"

# Paramount Pictures

Produced by FAMOUS PLAYERS-LASKY CORP., Adolph Zukor, Pres. New York City

Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President



# SMASHING THROUGH TO A R

EATRE RECORD !

RIVOLI · NY \$33,000 on week · TREMENDOUS !

HOWARD · Atlanta, Ga. · TIED THE HOUSE RECORD !

METROPOLITAN · Boston, Mass. · 3rd

HIGH

# RICHARD DIX <sup>IN</sup>

with ESTHER RALSTON ~ ~ ~ Directed by FRED NEWMAYER  
Story by W.O. McGeehan and William Slavens McNutt ~ ~ ~ Adaptation by Ray Harris ~



**RECORD BOX OFFICE SCORE !**

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**NEW YORK**

**1 WEEK**

**B. S. Moss CAMEO**  
**NEW YORK**



## **CECIL B. DEMILLES'S The VOLGA**

*By* **LENORE J.  
COFFEE**  
*Adapted from*  
**KONRAD  
BERCOVICI'S**  
*novel*



**3 WEEKS**  
COLUMBIA  
PORTLAND

**3 WEEKS**  
THE ADAMS  
DETROIT

**2 WEEKS**  
CLEMMER  
SPOKANE

**1 WEEK**  
B. S. Moss BROADWAY  
NEW YORK

**2 WEEKS**  
PICCADILLY  
BIRMINGHAM

**3 WEEKS**  
ST. FRANCIS  
SAN FRANCISCO

**2 WEEKS**  
METROPOLITAN  
Rebooked WASHINGTON

**2 WEEKS**  
NEW THEATRE  
BALTIMORE

**2 WEEKS**  
THE GARDEN  
Rebooked MILWAUKEE

**2 WEEKS**  
THE GARRICK  
MINNEAPOLIS

**2 WEEKS**  
THE GARRICK  
ST. PAUL

**5 WEEKS**  
TIMES SQUARE  
\$1.50 Top NEW YORK

**4 WEEKS**  
COLUMBIA  
SEATTLE

# BOATMAN

with  
**WILLIAM BOYD**  
**ELINOR FAIR**  
**VICTOR VARCONI**  
**JULIA FAYE** and  
**THEODORE KOSLOFF**

**5 WEEKS**  
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**10 DAYS**  
PARAMOUNT  
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# A NATION WIDE

## La Rocque Ideal Hero in 'Gigolo'

### STAR DANCES WAY TO HIGHER FILM HONORS

By Florence Lawrence

THE tango has raised more than one actor to steller eminence. In "Gigolo," which opened yesterday at the Million Dollar, Rod



**MONS. DARIO, Nadine and Irene, internationally famous dancers now appearing at the Beaux Arts Club, New York, who created the latest dancing rage the "GIGOLO."**

### LA ROCQUE SHINES IN FERBER'S 'GIGOLO'

**HIPPODROME THEATRE**—"Gigolo," adapted to the screen by Garrett Fort from the story by Edna Ferber. A Cecil De Mille production, directed by William K. Howard.

#### THE CAST.

Gideon Gory.....Rod La Rocque  
Mary Hubbel.....Jobyna Ralston  
Julia Gory.....Louise Dresser  
Dr. Gerald Blagden.....Cyril Chadwick  
Pa Hubbel.....George Nichols

If Rod La Rocque's sacrifice of good looks in "Gigolo" had extended to the end of the film.

### "GIGOLO" on all Records

Every big phonograph company in the country is now recording the latest big song hit, "GIGOLO" Get in touch with your local phonograph dealers when you show "GIGOLO" and they will co-operate with you in exploiting the song in connection with your showing.



Here's One That Will Break All Records!

### 'GIGOLO' CONTAINS GENUINE DRAMA

**MILLION DOLLAR**—"Gigolo," directed by William K. Howard, starring Rod La Rocque. Adapted by Garrett Fort and Marion Orth from the novel by Edna Ferber. Titles by John W. Kraft and John Farrow. Photography by Lucien Androl. Supervised and presented by C. Gardner Sullivan. Produced by the DeMille Pictures Corporation.

streak of white in his hair. Broke! Gideon a gigolo—the dancing man he always hated. The hectic after war days. The dancing tango ace of Maxim's. The little Hubbel kid from Pleasanton—his gingham girl of yesterday....

Rod La Rocque with the role of Gideon gives one of the most striking performances.

**GIGOLO!**  
The Dancing Man!

### Rod La Rocque Does Fine Work as "Gigolo"

BY ROB REEL.

Rod La Rocque puts the "jig" in "Gigolo."

First as a handsome American, then as an ace in the French Flying Corps, and finally as the overdressed



"GIGOLO," a Producers' Distributing Corporation photoplay. Presented at the State-Lake. From the story by Edna Ferber. Directed by William K. Howard. Players include Rod La Rocque, Jobyna Ralston, Louise Dresser, Cyril Chadwick and George Nichols.

so doing separating her son from the only girl he cares for.

The inevitable hennens, of course, follow.

### Rod La Rocque Is Cast as Gigolo in State-Lake Film

By ARTHUR SHEEKMAN

There was a time when movie players of prominence would not permit the camera to see them at less than their loveliest. But as the industry grew up its products ceased to be merely pretty, well photographed pictures, and now we find Colleen Moore happiest when she can wear rags on the screen. Lon Chaney taking delight in making each new film portrait uglier than the last, and Louise Dresser liking

DIRECTED BY

**WILLIAM K. HOWARD**

WITH **JOBYNA RALSTON & LOUISE DRESSER.**

ADAPTED BY GARRETT FORT  
CONTINUITY BY MARION ORTH  
SUPERVISED BY C. GARDNER SULLIVAN

PRODUCED BY  
**DEMILLE PICTURES CORPORATION**

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# SENSATION

# ROD LA ROCQUE in "GIGOLO"

FROM THE STORY BY  
EDNA FERBER

## "ESKIMOS" PUT "GIGOLO" ON THE AIR

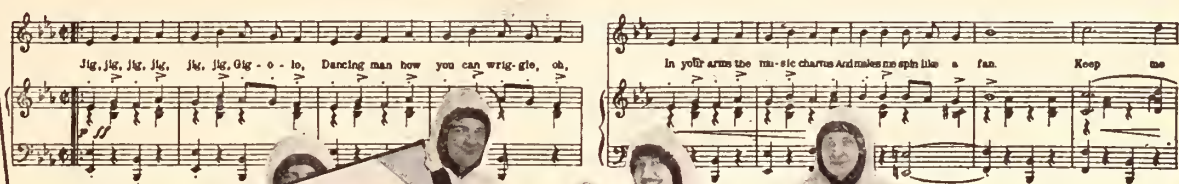
Stations over  
which  
"ESKIMOS"  
will broadcast  
"GIGOLO"

WEAF (New York)  
WEEI (Boston)  
WFI (Philadelphia)  
WSAI (Cincinnati)  
WOC (Davenport)  
WGN (Chicago)  
WTAM (Cleveland)  
WJAR (Providence)  
WTAG (Worcester)  
WCAE (Pittsburgh)  
KSD (St. Louis)  
WCCO (Minneapolis)  
WWJ (Detroit)  
WGR (Buffalo)

Lyric by  
MARIAN GILLESPIE

GIGOLO  
(Jee-go-lo)

Music by  
JOHN MILTON HAGEN



### LADIES PURSUE THE HANDSOME MR. LA ROCQUE

Attractive dancing men, it seems,  
are in great demand for social af-  
fairs in Paris, and Rod La Rocque  
is shown pur-  
sued by fair  
charmers in the  
new De Mille  
picture  
"Gigolo," earn-  
ing his living in

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Dare-Devil adventure  
impassioned romance, the  
greatest melodrama ever written.

# "ACROSS

*Starring*  
**MONTÉ BLUE**

*with* MYRNA LOY, JANE WINTON, TOM  
WILSON, ED KENNEDY, WALTER  
MC GRAIL *and others*

*Directed by* ROY DEL RUTH

THEY'RE OFF! Warner Winners now deliver bigger profits for 1926-27! Read that wire again — from the biggest theatre circuit on the West Coast—and it's only one of a handful that this picture brought the first week of its release! "PRIVATE IZZY MURPHY" starring George Jessel and "MY OFFICIAL WIFE" starring Irene Rich and Conway Tearle, the next two, are right in line with the bigger profits that you get only with WARNER WINNERS! Get dates now!

*The*  
**First** *of the great* **26 WARNER**  
*La smashing hit! 25 more smashing*



# the PACIFIC

CLASS OF SERVICE	SYMBOL
TELEGRAM	
DAY LETTER	BLUE
NIGHT MESSAGE	NITE
NIGHT LETTER	N L

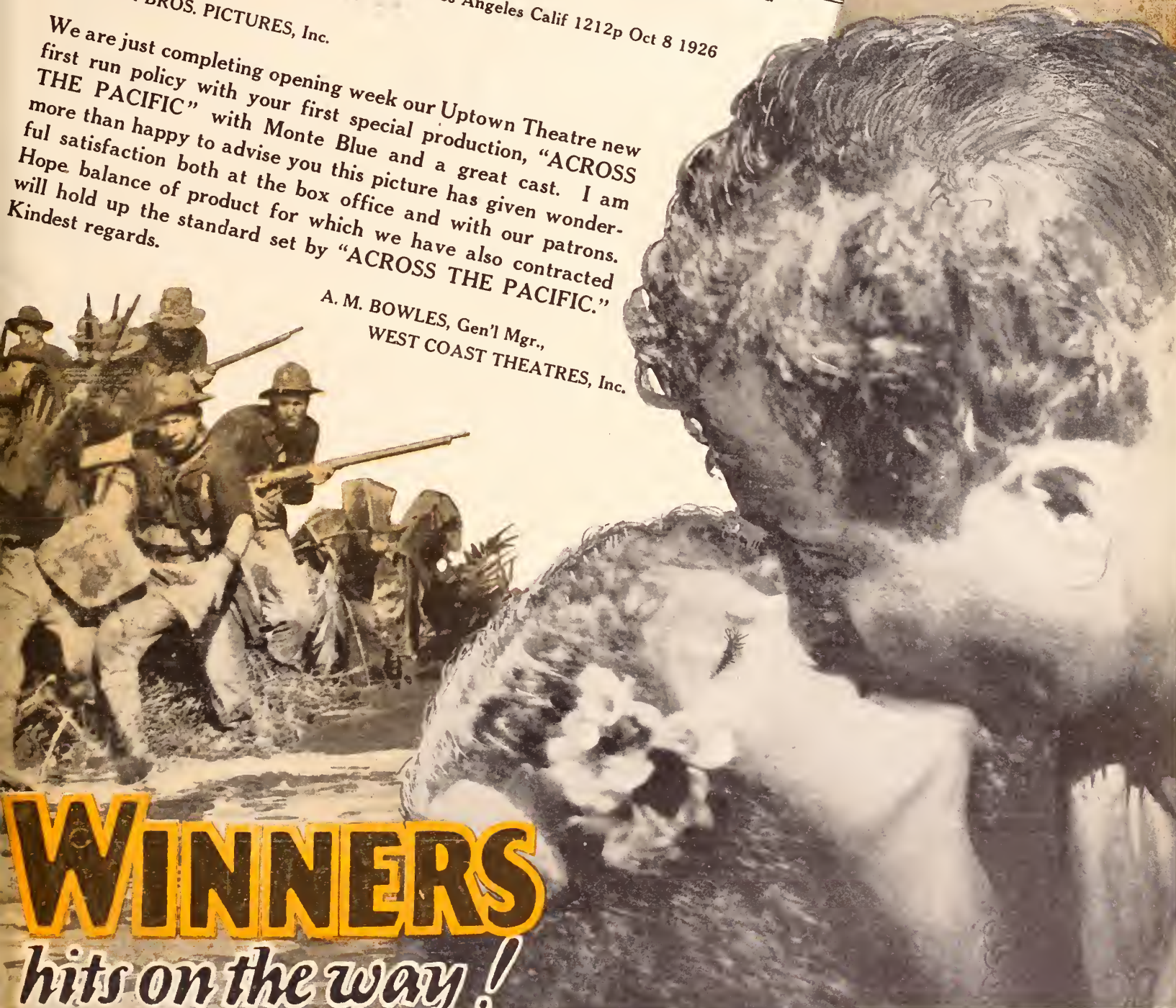
WESTERN UNION  
TELEGRAM

CLASS OF SERVICE	SYMBOL
TELEGRAM	
DAY LETTER	BLUE
NIGHT MESSAGE	NITE
NIGHT LETTER	N L

A WARNER BROS. PRODUCTION

NEWCOMB CARLTON, PRESIDENT  
GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT  
WC Los Angeles Calif 1212p Oct 8 1926

S. E. MORRIS  
WARNER BROS. PICTURES, Inc.  
We are just completing opening week our Uptown Theatre new first run policy with your first special production, "ACROSS THE PACIFIC" with Monte Blue and a great cast. I am more than happy to advise you this picture has given wonderful satisfaction both at the box office and with our patrons. Hope balance of product for which we have also contracted will hold up the standard set by "ACROSS THE PACIFIC." Kindest regards.  
A. M. BOWLES, Gen'l Mgr.,  
WEST COAST THEATRES, Inc.

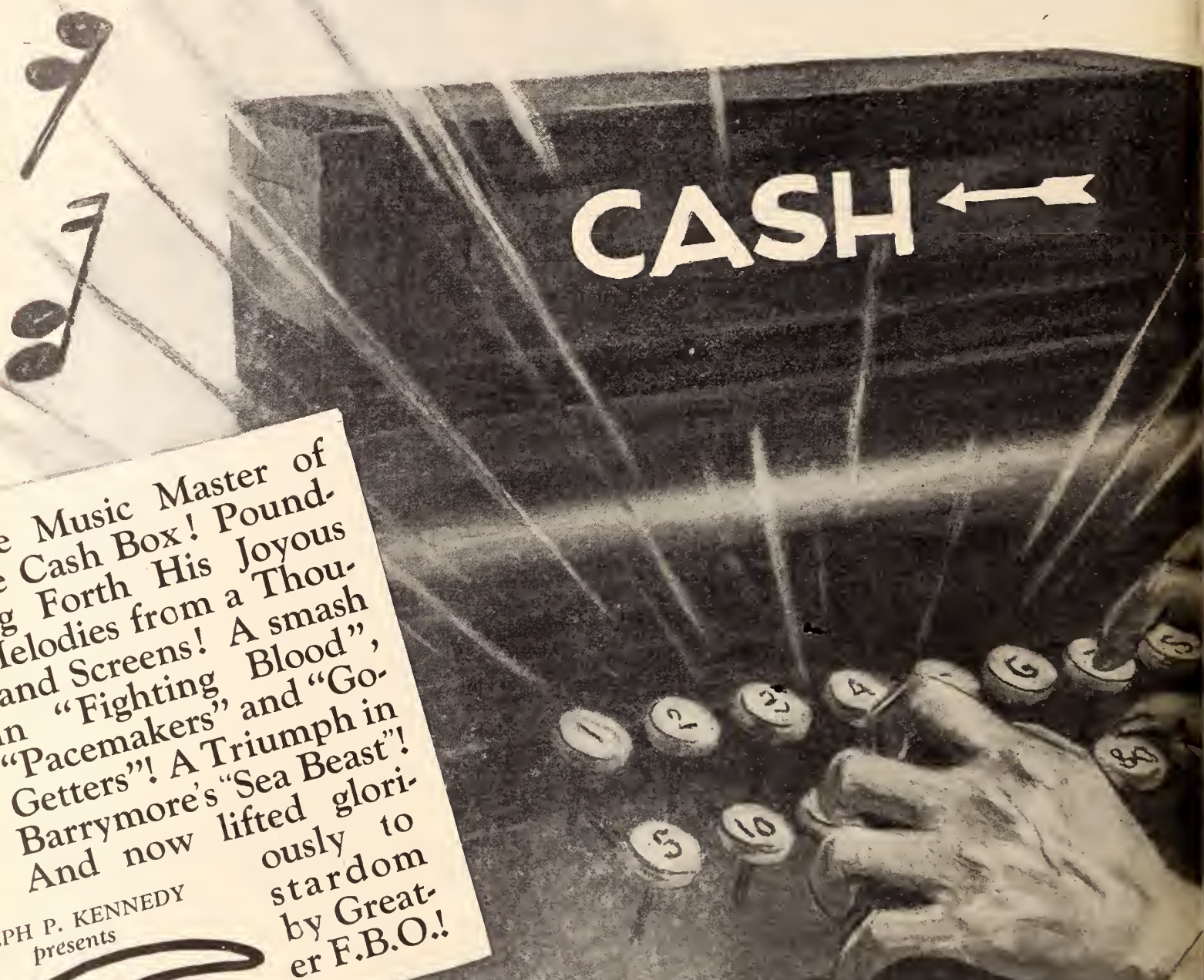


**WINNERS**  
hits on the way!



# When the long green Comes romp, romp.

Words and music by  
George O'Hara! Pub-  
lished by Greater F.B.O.



The Music Master of  
the Cash Box! Pound-  
ing Forth His Joyous  
Melodies from a Thou-  
sand Screens! A smash  
in "Fighting Blood",  
"Pacemakers", and "Go-  
Getters"! A Triumph in  
Barrymore's "Sea Beast"!  
And now lifted glori-  
ously to  
stardom  
by Great-  
er F.B.O.!

JOSEPH P. KENNEDY  
presents

# George O



**Wampum  
rompin' along**



Distributed by  
**GREATER  
FBO**  
FILM BOOKING OFFICES  
OF AMERICA, INC.

**Phoria** *in* **GOING THE  
LIMIT**

Directed by Chet Withey





THIS IS THE AD  
HE WROTE!

THIS IS THE MAN  
WHO WROTE THE AD!

**NOTICE!**

It is seldom that I publicly praise a picture. However, here is a screen play so fine, so wondrously produced, and so forceful, that I cannot refrain from recommending it to the utmost to those who seek the best and the unusual in photoplay production.

**JOHN GILBERT**

—in—

*"Bardelys the Magnificent"*

It has everything required by a really great picture; action, thrills, appealing romance; all so magnificently presented that adequate description is impossible.

This picture was originally purchased for a long run at the Adams. But, due to the congestion of bookings for that theatre, I have placed it in

**THE MADISON**

as one of the super pictures that will establish that theatre as a "long run" house of the same type as the Adams.

(Signed) JOHN H. KUNSKY.

*Detroit Times, Oct. 11, 1926*

TAKE A TIP FROM  
**JOHN H. KUNSKY**

*when you play*

**BARDELYS**

A BIG PICTURE FOR A BIG RUN

**METRO-GOLDWYN-MAYER**

John Gilbert in King Vidor's production  
By Rafael Sabatini with Eleanor Boardman, Roy D'Arcy, Karl Dane, George K. Arthur, Arthur Lubin. Adapted by Dorothy Farnum. A Metro-Goldwyn-Mayer Picture.  
Directed by King Vidor.



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THE newsreel is NOW as necessary to the successful showman as anything he screens!

Movie-goers don't leave their seats now-a-days until they've seen the newsreel—and when they see FOX NEWS they are getting the ultimate in news *when it IS news!*

—that's why

# FOX NEWS

*Mightiest of All!*

has been booked  
by Big Circuits and  
the finest theatres  
in the Country!

*here's a few of 'em - -*

PUBLIX—LOEW—PANTAGES—LIBSON  
ASHER BROS.—WEST COAST—SAENGER  
BALABAN and KATZ—COMMERFORD—  
H. DAVIS—FINKELSTEIN and RUBIN and others

**Fox Film Corporation.**





**A DRAM**  
**To Life's**

# JANET GAYNOR

in this picture not only fulfills the brilliant promise of her several recent photoplay roles but proves herself to be **ONE OF THE TRULY GREAT DRAMATIC ARTISTS OF THE SCREEN.** A new bet for the box-office—WATCH HER!

**VICTOR SCHERTZINGER** *Production*

# THE RE PETER

**Fox Film Corporation.**



# ATIC ANSWER- Greatest Question!

Here's a picture that was aimed at the  
Box-office—it will shoot straight to  
the heart of the world!

No greater drama has been presented  
on the screen than this—

**WILLIAM FOX**  
MOTION PICTURE VERSION OF

## DAVID BELASCO'S

STAGE TRIUMPH  
WITH ~

### JANET GAYNOR

ALEC B. FRANCIS

FLORENCE GILBERT

RICHARD WALLING

LIONEL BELMORE

JOHN ST. POLIS

JOHN ROCHE

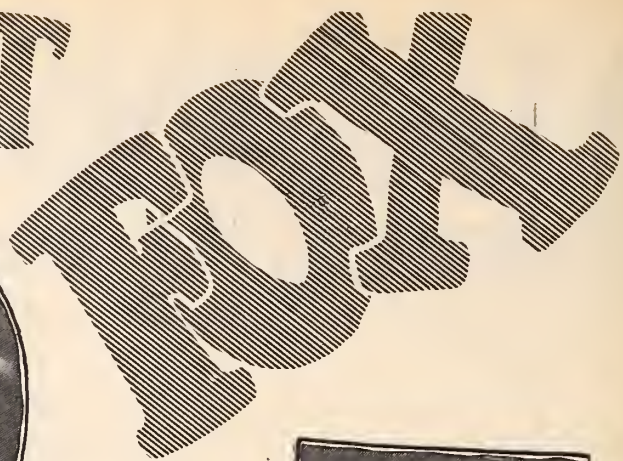


# TURN OF GRIMM

Fox Film Corporation.



# THEY DIRECT



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CUMMINGS



GEORGE H.  
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J. G.  
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R. WILLIAM  
NEILL



JOHN GRIFFITH  
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TELLEGEN



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HILLYER



LEW  
SEILER



BEN  
STOLLOFF



SCOTT  
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HOWARD  
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VICTOR  
SCHERTZINGER

The best directors in the industry have been assembled to produce Fox Pictures.

You exhibitors only need to look at the names and faces on this page to be convinced of that. You know what these men have produced.

You have made money on their pictures in the past—and you know what to expect when they are given the plays and stories on the Fox schedule and a brilliant array of actors from which to select their casts.

The first of this season's product has proved the box-office quality of Fox Pictures. As the season advances, each new production will prove that this box-office quality is absolutely dependable.

Fox has the stories and plays!

Fox has the stars and players!

**FOX HAS THE DIRECTORS!**

**FOX HAS THE PICTURES!**



Profit  
Pictures

**-YOU PLAY 'EM**  
and reap the benefit of  
their brains and experience

Hays  
The  
Picture  
Show

**What Price Glory**  
**3 Bad Men**

**7th Heaven**  
**One Increasing Purpose**

**The Music Master**

Is Zat So?  
Fig Leaves  
The Auctioneer  
The Return of Peter Grimm  
The Lily  
The Country Beyond  
Cradle Snatchers  
The Monkey Talks

Mother Machree  
"Marriage License?"  
The Family Upstairs  
The Blue Eagle  
The Holy Terror  
Ankles Preferred  
Womanpower  
The Second Year  
Bertha, the Sewing Machine Girl

The City  
Wings of the Storm  
Whispering Wires  
Married Alive  
Hidden Charms  
The Congressional Medal  
Going Crooked  
The Midnight Kiss

**7 Tom Mix**  
All Western Productions  
Now better than ever before!

**7 Buck Jones**  
American Outdoor Pictures  
Fox-made Westerns!

and also that big surprise~

# SUMMER BACHELORS

FROM McCLURE'S MAGAZINE STORY BY WARNER FABIAN AUTHOR OF "FLAMING YOUTH"  
MATT MOORE WITH MADGE BELLAMY OLIVE TELL  
ALAN FORREST HALE HAMILTON WALTER CATLETT CHARLES WINNINGER

ALAN DWAN PRODUCTION



EDDIE  
CLINE



ALBERT  
RAY



HARRY  
BEAUMONT



RAOUL  
WALSH



ALFRED  
E. GREEN



ALLAN  
DWAN



JOHN  
FORD



# High-Hatti



Produced by  
Bob Custer Productions, Inc.  
Directed by Jack Nelson  
Under personal supervision of  
Jesse J. Goldberg



# n'! Hell-poppin'!

Joseph P. Kennedy  
presents

## BOB

Rootin', tootin', son-of-a-gun from Arizona! An Honor to his Historic Namesake! Aiming Flush at the Chin of the Box-Office and Landing with all the Concentrated Smash of a Gene Tunney knockout!

# CLUSTER

*in The*

## DUDE COWBOY

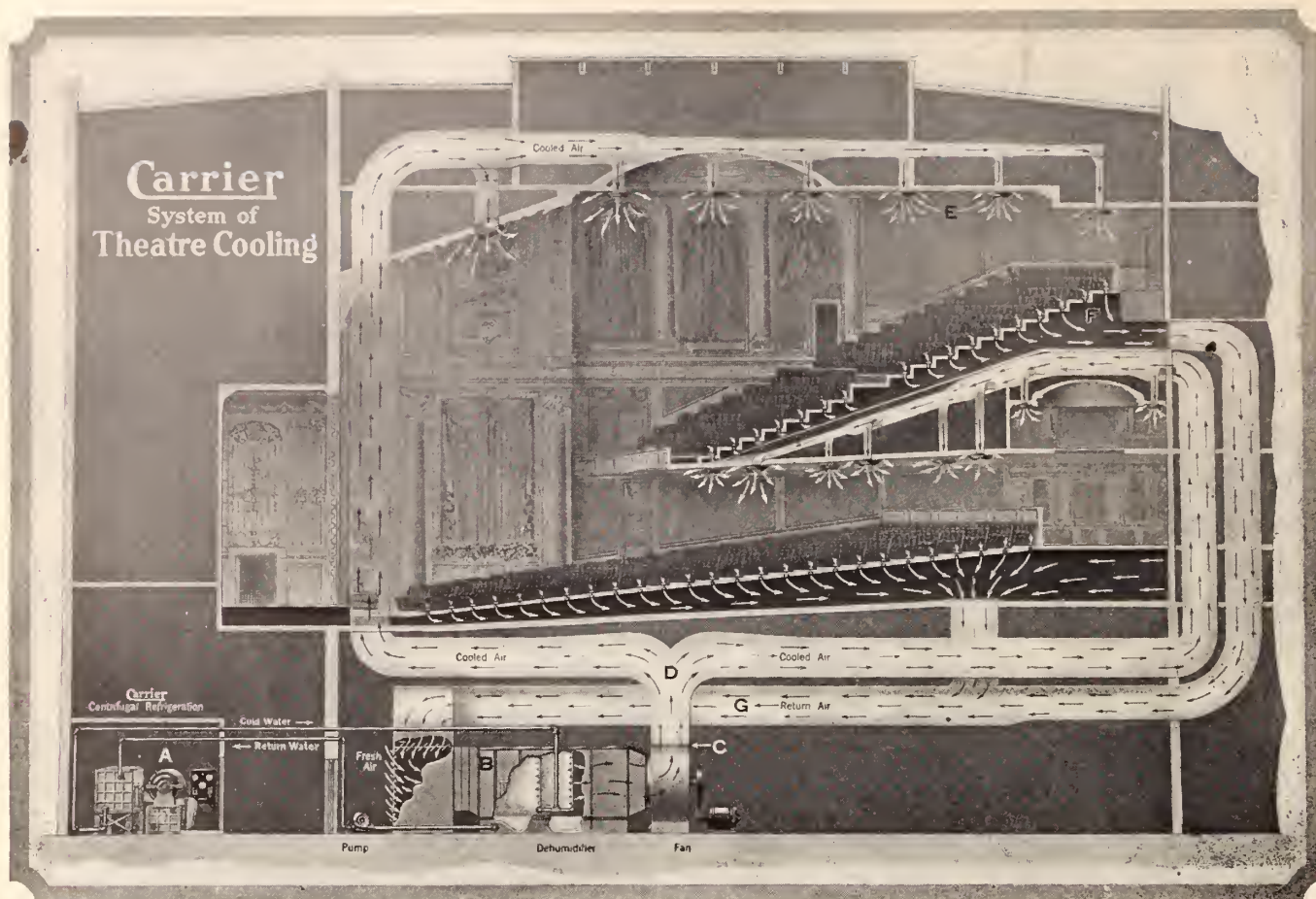
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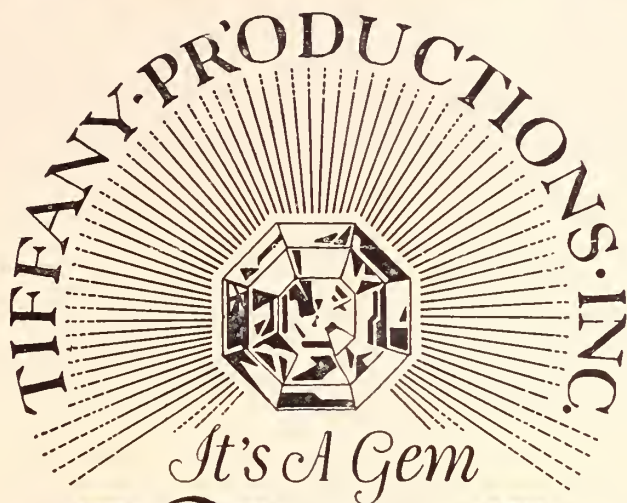
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than the quality of the  
product it represents

"THAT MODEL FROM PARIS"  
"LOST AT SEA"  
"FOOLS OF FASHION"

*coming*

"COLLEGE DAYS" *a knock-out !*

*Watch for*  
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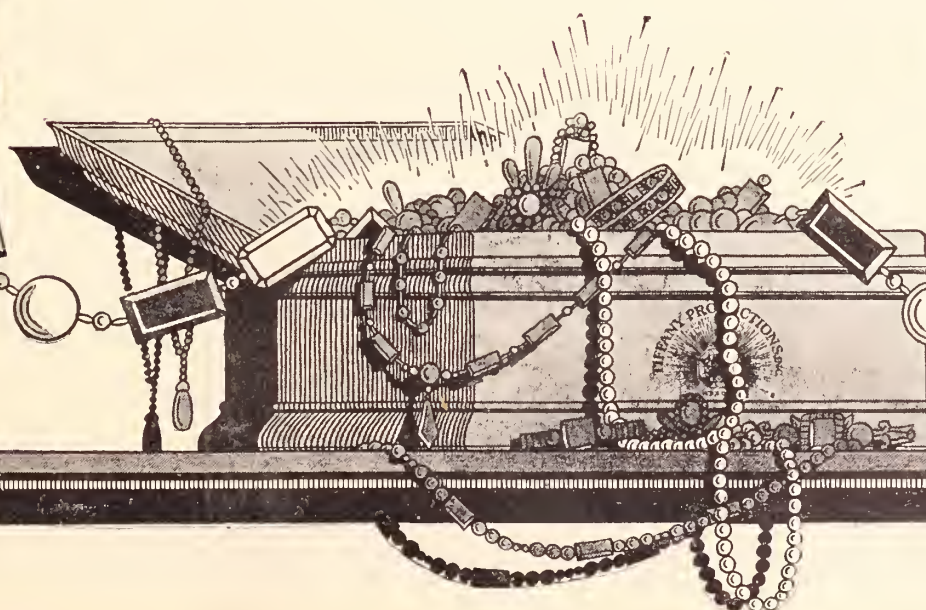
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of the 20 Gems from Tiffany*

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**NEW YORK, N.Y.**

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# That Amazing Universal Complete Service Plan

(No. 504—Straight from the Shoulder Talk by Carl Laemmle,  
President of the Universal Pictures Corporation)

I UNDERSTAND THE SALES DEPARTMENTS OF VARIOUS PICTURE companies are at their wits ends trying to devise some sort of a sales scheme to offset the terrific success of Universal's Complete Service Plan.

IT CAN'T BE DONE.

SCHEMES—ALL THE SALES SCHEMES IN THE WORLD—CAN'T PUT UP a successful opposition to the actual goods.

UNIVERSAL'S COMPLETE SERVICE PLAN IS NOT A PROMISE—IT IS A delivery.

A DELIVERY CANNOT BE MADE WITHOUT THE GOODS—AND THE Universal is the only one that has the goods to deliver.

NEARLY 7,000 UNIVERSAL COMPLETE SERVICE CONTRACTS HAVE been sold! Just think of that! It is a tremendous business in itself and it is saving the business lives of more theatre owners than any other single element in the history of the trade.

GIVE A MAN SOMETHING WHICH ACTUALLY ENABLES HIM TO STAY in business at a profit, and no cooked-up scheme is going to lure him away from it. Give 7,000 such life-savers, and you've got a backbone for a great big business.

UNIVERSAL COMPLETE SERVICE IS THE EASIEST THING TO SELL that any film salesman ever sold in his life. Even in the very beginning, when it was new and untried, it was so obviously fair and square that no argument was necessary to sell it. Once it was explained to the exhibitor, it was sold!

AGAINST A THING SO SOLID, SO GOOD, SO FAIR AND SO ABSOLUTELY revolutionary no scheme can possibly be devised with any degree of success at all.

NEVER IN ALL MY BUSINESS CAREER HAVE I RECEIVED SO MANY letters of praise—of actual thanksgiving—for the benefits derived by exhibitors who signed up for this wonderful plan. Never were the expressions of gratitude so enthusiastic and heartfelt.

WHEN YOU CONSIDER THAT MANY A THEATRE WHICH WAS ABOUT to close was enabled to stay open at a profit; and that innumerable houses which were operating at a profit were enabled to make a greater profit, it is no wonder that the exhibitors have been generous with their praise and thanks.

IF YOU DO NOT KNOW THE WHOLE STORY OF THE UNIVERSAL Complete Service Plan—the plan which is worrying every other sales force in the business—then you are a very foolish exhibitor!

IF YOU DO KNOW ALL ABOUT IT, YOU'VE GOT IT!



# RICHARD TALMADGE

*Lands  
with a  
wallop!*

*In His Greatest  
and Biggest!*

—the kind of Talmadge pictures exhibitors have been begging for—Directed by Irvin Willat—which means big-time style, with care and class production showing in every foot. Five more Richard Talmadge Productions coming are: "The Speed Boy," "Cheating Danger," "The Hurry-up Man," "Up and at 'Em," and "The Flash Kid." Every one of them first-run, gilt-edge CLASS.

Presented by  
CARL LAEMMLE  
in association with  
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Released by  
UNIVERSAL



*The* **FIGHTING DON**



# Not Just Here and There

The list of circuits showing Educational Pictures is virtually a directory of the circuits of the country, from the great Publix group to the smaller, local chains.

## PUBLIX THEATRES

Balaban & Katz-Publix . . . . .	Chicago
Balaban & Katz Midwest-Publix . . . . .	Chicago
Lynch-B. & K.-Midwest . . . . .	Chicago
Lubliner & Trinz-B. & K.-Midwest . . . . .	Chicago
W. P. Gray-Publix . . . . .	Boston
Gordon's Olympia-Publix . . . . .	Boston
Kunsky-B. & K.-Publix . . . . .	Detroit
Southern Enterprises-Publix . . . . .	Atlanta
Southern Enterprises-Publix . . . . .	Charlotte
Southern Enterprises-Publix . . . . .	Memphis
Southern Enterprises-Publix . . . . .	Dallas
Southern Enterprises-Publix . . . . .	Oklahoma City
Skouras Brothers-Publix . . . . .	St. Louis
Publix . . . . .	Kansas City
Shea's-Publix . . . . .	Buffalo
A. H. Blank-Publix . . . . .	Des Moines
Publix . . . . .	Denver
Publix . . . . .	San Francisco
Publix . . . . .	Los Angeles
Paramount-Nathanson . . . . .	Canada

Stanley Theatres . . . . .	Philadelphia
Saxe . . . . .	Milwaukee
West Coast . . . . .	San Francisco
West Coast . . . . .	Los Angeles
Pacific Northwest . . . . .	Seattle
Finkelstein and Ruben . . . . .	Minneapolis
Loew's Greater New York . . . . .	New York
Stanley-Fabian-Stern . . . . .	Newark
Allwon Amusement Corporation . . . . .	New York
Mayer and Schneider . . . . .	New York
Steiner and Blinderman . . . . .	New York
Consolidated . . . . .	New York
Small-Strausberg . . . . .	Brooklyn
A. H. Schwartz . . . . .	Brooklyn
Ascher Brothers . . . . .	Chicago
J. E. Coston . . . . .	Chicago
Johnson Theatres . . . . .	Chicago
Fitzpatrick & McElroy . . . . .	Chicago
Nixon-Nirdlinger . . . . .	Philadelphia
Wilmer & Vincent . . . . .	Philadelphia
I. Libson . . . . .	Cincinnati
Rowland & Clark . . . . .	Pittsburgh
Bijou (Butterfield) . . . . .	Detroit
George F. Koppin . . . . .	Detroit
Woodward Theatres . . . . .	Detroit
Hostettler-Universal . . . . .	Des Moines

M.E. Comerford . . . . .	Scranton
Graphic Circuit . . . . .	Boston
Nathan Yamins . . . . .	Fall River
Kahn & Greenfield . . . . .	San Francisco
Golden State Theatres . . . . .	San Francisco
National Theatres . . . . .	San Francisco
E. J. Sparks-Universal . . . . .	Atlanta
Kincey Theatres . . . . .	Charlotte
Robb & Rowley . . . . .	Dallas
L. L. Dent . . . . .	Dallas
Griffith Brothers . . . . .	Oklahoma City
Multnomah Theatre Corporation . . . . .	Seattle
Hoffman Brothers . . . . .	New Haven
St. Louis Amusement Co. . . . .	St. Louis
Capitol Enterprises-Universal . . . . .	Kansas City
Dickinson-Universal . . . . .	Kansas City
Whitehurst Theatres . . . . .	Baltimore
Loew's . . . . .	Washington
Loew's . . . . .	Buffalo
Mark Strand Theatres . . . . .	Buffalo and Upstate N.Y.
Regorson Corporation . . . . .	Rochester
Brody-Schwartz . . . . .	Cleveland
Olsen Theatres . . . . .	Indianapolis
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Saenger Amusement Co. . . . .	New Orleans



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## **PRACTICALLY EVERY IN THE UNITED STATES**

**E**ducational Pictures set another record. With the 1926-1927 season just getting well under way, practically every big circuit in the United States and Canada is playing or has contracted to play *Educational Pictures*. No other Short Subjects have ever approached the circuit showing made by *Educational*, with its leader group of Short Features.

*Educational Pictures* are showing, not just here and there—but everywhere.

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FILM EXCHANGES, Inc.

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Will H. Hays, President

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Everybody—exhibitors—critics and the public have been shouting their heads off in praise of Columbia Pictures for the 1926-27 season.

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CULLEN LANDIS  
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E. ALYN WARREN

Directed by  
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TWO REEL COMEDIES

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TRUE FEATURES

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WALTER LONG

CHARLOTTE MINEAU

RAY HALLOR

CORLISS PALMER

DUKE KALANINOMOKU



# Sweet Kitty!

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CHICAGO ILL 1926

This is a last Telegram unless otherwise indicated by signal offer the number of words—“Blue” (Day Letter) “Nite” (Night Telegram) or “Nite” (Night Telegram)

TELEGRAMS  
TO ALL  
AMERICA



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MB STLOUIS MO OCT 12 1926

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FILM BOOKING OFFICES 1560 BWAY NEWYORK NY  
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IRISH PICTURES AND ENJOYED REMARKABLE BUSINESS DURING ITS ENGAGEMENT  
AT OUR MISSOURI THEATRE STOP CONGRATULATIONS ON ONE OF THE FINEST  
PICTURES OF THE YEAR REGARDS

S P SKOURAS

## Spyros Skouras,

Master Showman of the Middle West, Turns Neatest Scoop of Year with Greater F.B.O.'s Comedy Sweep!

Grosses \$34,000 Single Smashing Week, Missouri Theatre, St. Louis!

Mopping Everywhere to the Tune of Booming Laughter and Tingling Thrills!

Another Ace in Greater F.B.O.'s Deck of Greater Box-Office Attractions!

Are you set to play them all?

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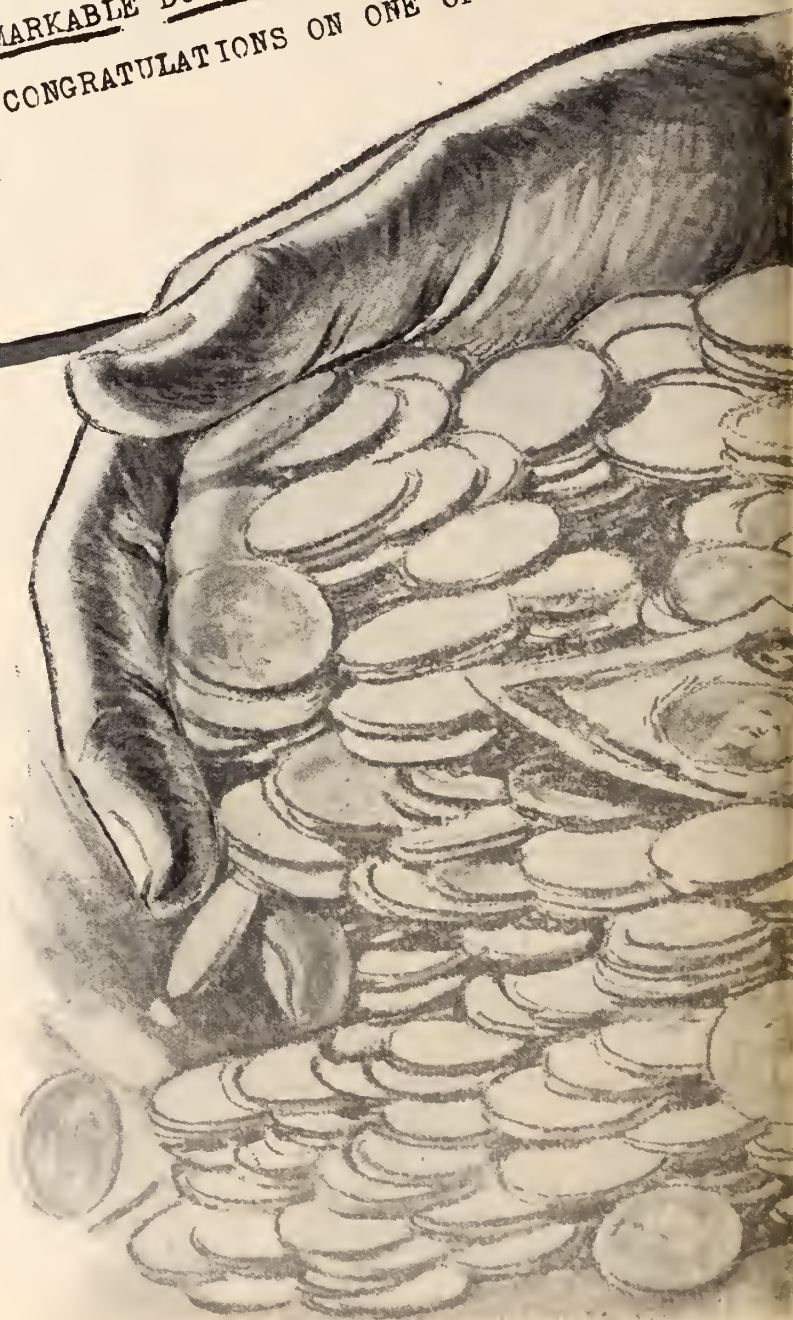
FILM BOOKING OFFICES  
OF AMERICA, INC.

Member of Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President.

From the stage play by

Leon De Costa

Directed by James Horne

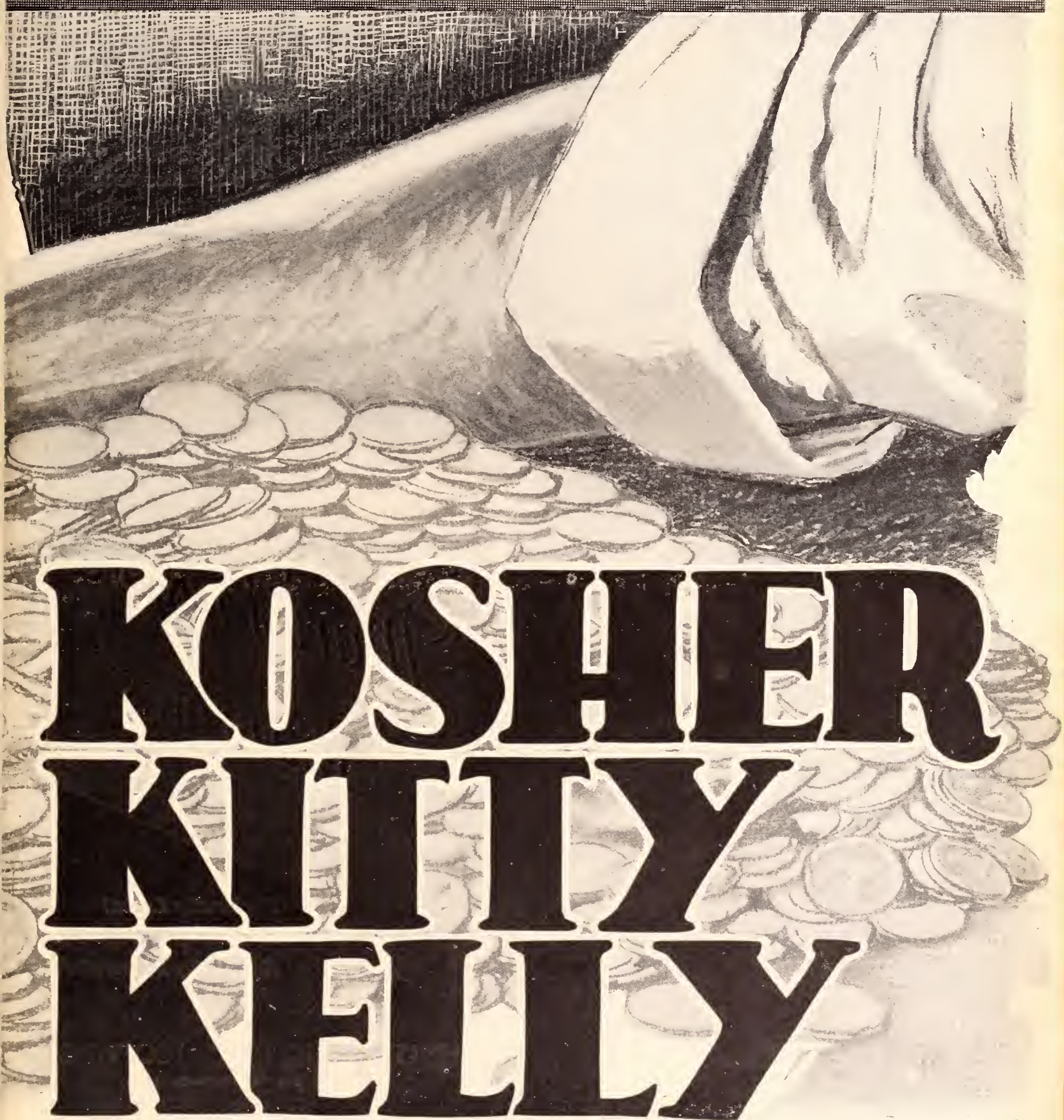


Presented by

**JOSEPH P. KENNEDY**



*Come to Daddy!*



# KOSHER KITTY KELLY

**Viola Dana, Vera Gordon, Nat Carr**



# HER GREATEST PICTURE

*Underhill in N. Y. Herald-Tribune:* "Judging by the applause and laughter and words of praise the consensus was that 'Sparrows' was the greatest picture of the season."

*McGowan in N. Y. Daily News:* "A picture everyone will want to see."

*Rawson, Times Mid-Week Pictorial:* "One of the most effective pictures in which even Mary Pickford has been seen."

*San Francisco Bulletin:* "Another remarkable triumph has been scored by Mary Pickford."

*San Francisco Daily News:* "The most sincere role of her career."

*Los Angeles Times:* "Mary Pickford has achieved her greatest triumph."

*Los Angeles Express:* "The production is Mary Pickford at the zenith of her fruitful career."

*Film Daily:* "One of the industry's best."

*Exhibitor's Daily Review:* "It is a feature that will break box-office records and stand 'em up."

*Moving Picture World:* "Has strong drama, excellent acting, comedy, heart interest. What the general public wants."

*Motion Pictures Today:* "The greatest motion picture in which Mary Pickford has starred."



Nationally Loved!  
Nationally Advertised!  
Nationally Demanded!

UNITED ARTISTS PICTURE

Each Picture Sold Individually—On Merit



# WHILE THE INDUSTRY MARVELS!

First National does it again!—

Delivers a

## HOLD-OVER HIT

at N. Y. Strand!—

Colossal opening ovation  
demands

# Not a Week for The PRINCE of TEMPTERS

with  
**LOISMORAN-BEN LYON**  
and  
**MARY BRIAN, IAN KEITH,**  
**Sam Hardy, Olive Tell**  
a novel by E. Phillips Oppenheim  
Adapted from THE EX-DUKE  
A Lothar Mendes  
Production  
Presented by ROBERT KANE



## PRAISE-FULL REVIEWS!—PLUNKETT RENEWS!

"The Prince of Tempters' will make money . . .  
Really well worth seeing." —N. Y. American

"Director Lothar Mendes, Robert Kane's gift from  
the UFA ranks, offers exquisite photography and  
photographic effects; excellent characterizations;  
lovely sets; a deft knack of irony, and a beautiful  
symphony of harmonious movement." —N.Y. Mirror

"Mr. Mendes possesses a marked faculty for tell-  
ing a film story." —N. Y. Times

"Excellent and effective handling of the camera  
. . . It is good 'motion picture'." —N. Y. Daily News

"In direction, camera technique, and dramatic  
editing this film is a distinguished offering." —Evening World

"If Lothar Mendes' first American production is a  
forerunner of what can be done by the foreign  
director, First National exhibitors have some-  
thing to anticipate." —Morning Telegraph

"Ben Lyon does about the best work we ever  
saw him do on the screen." —Herald Tribune



**While the  
other fellow  
is wondering  
how it's done**

**First National  
is delivering a big hit  
every week**

**Now it's**

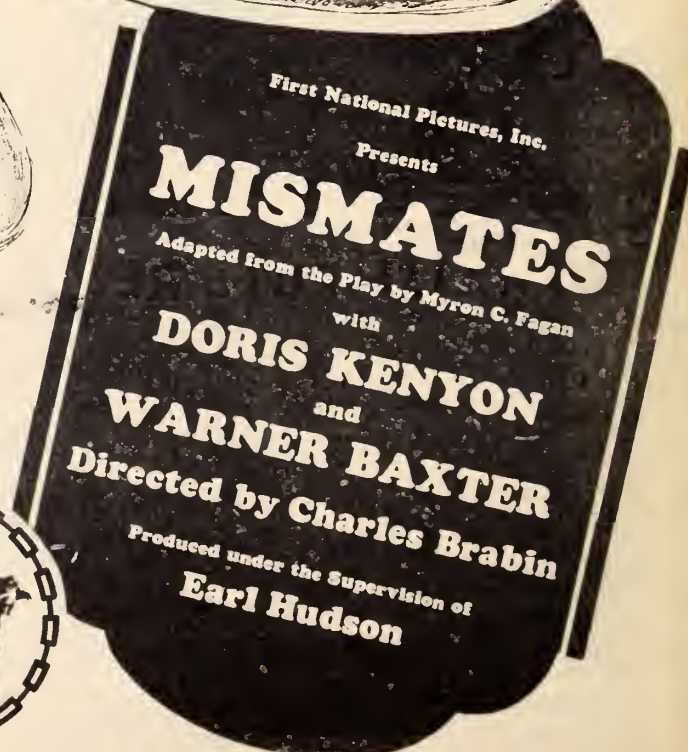
# **Mismates**

A detailed illustration of a woman's face, looking upwards with a concerned expression, and a large, light-colored shoe with laces, positioned behind the title 'Mismates'.

and like all First National Pictures "Mismates" is "box-office." Mother-love, gripping drama, lavish scenes, a big box-office cast, a great director and one of the greatest selling titles in a decade.



**A First National Picture**





# Motion Picture News

Volume XXXIV

NEW YORK CITY, OCTOBER 30, 1926

No. 18

## Mergers

OUR candid opinion on mergers in the film business is that they won't happen—not at least with any rapidity, nor upon any great scale.

We refer, of course, to mergers of producer-distributors; theatre mergers are quite another matter.

This doesn't mean that producer-distributor mergers are not logical. But, as any shrewd and practiced operator well knows, logic doesn't necessarily control business deals. In fact, generally it doesn't. Businesses are run by men and men are humanly proud, and self-seeking.

In the picture business, as we well know, personalities count heavily. In fact, a business is often a man's personality. It is pretty difficult to merge men, ambitious men.

Wall Street seems to be regarded as a heavy factor in the film merger schemes that fill the air. We are not so sure about this.

Granted, these are merger days, in the whole business world. And Wall Street is already in the picture business to a degree, as is evidenced by those firms who have financed operations of varying sizes: Kuhn, Loeb; Hayden, Stone; Blair; Merrill Lynch; Dillon, Read; Goldman, Sachs; McClure, Jones; W. R. Compton; Shields; Motion Picture Capital Corporation; Chase Securities and others with their related banks and trust companies.

But Wall Street, as we have pointed out before, is in the business of manufacturing, wholesaling and retailing securities and not at all in the business of producing, distributing and exhibiting films. Wall Street doesn't want to get into the film business, however

much Wall Street may want to get into the business of film securities. It is conceivable that some of the moves Wall Street makes is to get out of the film business.

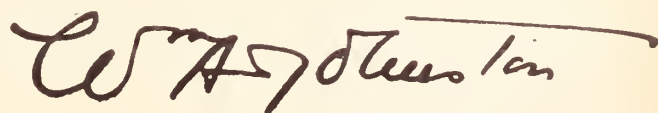
At any rate, Wall Street's idea of a merger is one that is designed to sell securities, which means one that will induce the public to buy securities. Wall Street dresses its shop window with this idea in mind.

Now that idea may not be a logical one from the viewpoint of the motion picture economist. In the latter's opinion, a good and needed merger is one that gives better service at less cost; not merely one that stirs the public's imagination and induces the buying of securities.

So the merger situation which is on the tongue of the trade today resolves itself into these elements:

- (1) A general activity in mergers.
- (2) Wall Street's desire, for one reason or another, for more and new film securities.
- (3) A leaning toward mergers among film companies—to reduce costs and stabilize generally, to eliminate ruthless competition, or just to cash in.

We simply say that whatever may happen won't happen quickly or on any large scale, unless a very unusual sort of a man comes along who can put what seems easy on paper into actuality; who can reason away pride, vanity, ambition; who can do things by the economist's rule and not by mere stock selling objectives.





# MOTION PICTURE NEWS

Oct. 30  
1926

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No. 18

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California

## Speaking Editorially

THE late Film Congress at Paris continues to be the subject of comment, particularly in the British trade press. *The Film Renter* calls the results "absurdly small," and goes on:

"The first International Motion Picture Congress is over and done with. Several hundreds of delegates have assembled at the Institute of Intellectual Co-operation, under the solemn auspices of the League of Nations. Several thousands of speeches have been made. Several millions of assorted words have been uttered. A lavish banquet has been consumed. Compliments on every possible subject have been paid to every possible person. Innumerable resolutions have been framed on innumerable subjects, connected however remotely, with the kinema. In a word, this congress has passed off in exactly the same manner as most congresses do.

"There has been some discussion as to the reasons why the congress was ever held. And now that it is at an end, there still remains considerable difficulty in finding any very satisfactory excuse for its existence."

\* \* \*

WE learn that the Congress "discussed grandiose schemes for protecting the delicate constitutions of film artistes. One commission discussed with extreme seriousness and at immense length whether it would not be desirable to eliminate draughts in studios, as these were frequently the cause of artistes catching cold."

\* \* \*

BUT, according to the British paper, the Congress did have at least one practical result: "It has enormously stimulated the international sale of films. This has been arrived at not by the official discussions of the commissions, but by the unofficial conversations of the various delegates."

This reminds us of some exhibitor conventions in this country, where nothing much happened on the floor of the convention, but a lot of real business was transacted in hotel lobbies between exhibitor delegates and film salesmen.

Summing up the results of the Congress, the Brit-

ish writer finds these achievements: 1. It has provided an opportunity for the transaction of a great deal of business. 2. It has provided an opportunity of working off steam for the innumerable faddists and enthusiasts who make it their business—and their pleasure—to "reform" the kinema. 3. Most important of all, it has provided a large number of ladies and gentlemen with a convenient excuse for spending a week's agreeable holiday in Paris.

\* \* \*

PHOTOPLAY and book relationship has again been receiving the attention of the National Board of Review of Motion Pictures, in the preparation of its annual Selected Book-Films list. This list is issued each year in connection with the observance of Motion Picture Book Week, which this season comes upon the dates November 7th-13th. The 1926 list is more complete than any of its predecessors, for it contains not only the selected pictures adapted from published sources for the current year through September, but also all book-films still available for circulation which have been reviewed within the past four or five years.

Here is brought together for the convenience of exhibitors, better films committees, libraries, schools and bookstores a compilation of over four hundred book-films giving title, book source and author, featured players, reels and distributor. Compiled for use during Motion Picture Book Week and for year-around book-film tie-ups.

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# AN EDITOR ON BROADWAY

The Week in Review By William A. Johnston



Emil Jannings

**B**ROADWAY took on an international film impetus this week with the arrival of Emil Jannings.

He was given a luncheon at the Ritz by Adolph Zukor and Jesse L. Lasky. Mr. Lasky in his opening remarks as toast-master stated that just previous to the luncheon Mr. Jannings had signed a three years' contract with Famous Players-Lasky. His obligation, in coming here, was for a period of only six months. So it is evident that the important star was so well pleased with all the production arrangements made for him, not the least of which would be the stories provided, that he has determined upon a definite and long connection with American pictures. Eric Pommer, former production head of Ufa, will supervise, and Mauritz Stiller will direct, the first picture. \* \* \*

**T**HE international film was the keynote of the speeches—by Will Hays, Jesse Lasky, Eric Pommer, Adolph Zukor.

I could not help but contrast the spirit and personnel of the gathering with many previous ones, especially those of the earlier days of the American industry, when the speeches never traveled beyond our shores and rarely beyond New York City. It is significant indeed to be addressed, as frequently we are these days, in a foreign tongue.

Will Hays called attention to the cosmopolitanism of the Hollywood producing colony, which is, as he says, the greatest group of creative folk ever gathered together in all history.

Brief addresses were made by Secretary of Labor Davis, Mauritz Stiller, Thomas Marcus Loew, Sidney R. Kent, Felix Kahn, nings. Others at the speakers' table were: Marcus Loew, Sidney R. Kent, Felix Kahn, E. J. Ludvigh, Emil Shauer, Sam Katz, Richard Dix, Herbert Brenon, William Fraser and Malcolm St. Clair. Among those present were: Lya de Putti, Lothar Mendes, William Le Baron, John C. Flinn, Lois Wilson, George Palmer Putnam, Horace Liveright, Ernest Freedman of *The Film Renter*, London, Bruce Barton, Karl Kitchen, Albert Kaufman, W. R. Rothacker, Walter Wanger, Eugene Zukor.

**A**T the Capitol Theatre, New York City, "The Temptress" more than lived up to our predictions for it last week, going to \$74,342—slightly over the "Kiki" record for the house. It continued strong this week, setting a new record for the second Sunday of a picture and holding up well. The probability is that the week will reach at least \$45,000.

The combination of an Ibanez story, a corking title and the popularity and appeal of Greta Garbo seems to be responsible in a large measure for this record-breaking business. \* \* \*

**T**WO Vitaphone attractions now hold forth on Broadway—"Don Juan," at Warners, and "The Better 'Ole" at the Colony. Both are doing absolute capacity, and the weekly takings for the two houses combined will reach around \$60,000 a week. \* \* \*

**N**OTHING seems able to stop "Beau Geste" at the Criterion, and the gross varies only with the amount of standing-room sold. Last week was one of the best to date, and this week continues heavy. \* \* \*

**N**OT much is being heard of "The Sorrows of Satan," at the Cohan, and some of those connected with it seem reluctant to discuss the business being done. While the picture is undoubtedly doing business, there is considerable disappointment over it, and it is doubtful if it will make the impression that some of the other road-show specials have along Broadway. A large and very effective electric sign on the Paramount building has helped, but this must come down this week as the building nears completion. \* \* \*

**M**ENJOU in another, "The Ace of Cads," is proving a heavy draw at the Rivoli, business at some performances being even better than on "The Quarterback," which came very near the figure we set for it last week. \* \* \*

**D**OWN at Times Square, the Rialto continues to do very satisfactory business on "Kid Boots," the only cloud in the offing being the poor health of Cantor, who may be forced to withdraw next week from his personal appearances. What effect this will have on business remains to-be seen, although Publix will undoubtedly seek an unusually strong attraction to rush in to replace him.

**G**OOD business is being done, as this is written, by "The Prince of Temp-ters," at the Mark Strand. Sunday opened big, Monday slipped off a little as usual, and Tuesday came back with a smash. This will probably top last week's business on "The Nervous Wreck" by a good margin. \* \* \*

**N**OT much that is new can be said concerning "Big Parade," "Ben-Hur" and "Scarlet Letter." They are still strongly in the money class, business fluctuating only a little from week to week. "Scarlet Letter" will probably be first to come off, but this one has fooled a lot of the wise dopesters through its heavy appeal to the women trade. \* \* \*

**A**T the opening last week of "Beau Geste," in San Francisco, at the St. Francis Theatre, it gave every indication of duplicating its remarkable success in New York. Not only was the opening night sold out, but more than \$5,000 in advance seat sales had been chalked up. The signs all point to a strong run. Taken as a whole, "Beau Geste" looks like the best bet of the season, so far, as a road-show proposition. \* \* \*

**I**N the current issue of *The American Cinematographer*, is a short editorial by Foster Goss which well deserves reprinting. It has been said before, but it needs to be said again, many, many times—until at last the truth of it begins to be fully appreciated. He says:

"Whatever may be the excellencies or the crudities of the German-made motion pictures, they at least are centering attention on one long-neglected fact—that the cinema is an art distinct and complete in itself. However inanely simple such a statement may seem to be, it is still true that pictures are largely literature, paintings, etc., as expressed in cinematography. It's been a case of 'the play's the thing' rather than 'the picture's the thing.'"

"As is well pointed out by John F. Seitz, A.S.C., it is a truism that when a subject finds perfect expression in one art, it does not necessarily follow that such perfection can be duplicated in another. Hence the great themes of literature often 'miss' in films.

"The German idea, 'The Big Parade' treatment, has pointed the way. Simple stories, deliberately told, attain a forcefulness which indicates what is still to come in the cinema art."





John C. Brownell, scenario editor of Film Booking Offices, who has gone to the Coast to take part in important production conferences for next year

## PICTURES AND PEOPLE

### TEMPUS FIDGETS

**T**IME, if you believe Mr. Einstein (or, better yet, if you are one of the eight living men who understand him), is purely relative. Clocks and calendars are a delusion and a snare. Father Time is the world's greatest practical joker. If you were standing on a star a few trillion miles away, and if you had a suitable telescope, you could watch Caesar dividing all Gaul into three parts at the present moment.

Since, however, you cannot stand on that distant star, and have not the required telescope, you can see time turned backward in just as astonishing fashion by an invention so astonishing that we have ceased to marvel at it—the motion picture—and if you don't believe it, just drop off at San Antonio, Texas, any day this week.

According to McGuffey's Third Reader and Wells' Outline of History, the Spanish-American War saw its famous charge up San Juan Hill in 1898, and the A. E. F. went through St. Mihiel in 1918—but any citizen of San Antonio may see both of these epochal events happening at one and the same time in this year of grace, 1926.

On the outskirts of the Texan city, almost within a stone's throw of each other, two Paramount units are filming "The Rough Riders" and "Wings," reenacting the days of '98 and '18.

Again they stand side by side, these gallant fighting units of the United States, bound by the same tie and separated by only years. The old and the new. Frank Hopper, playing the role of "Teddy," leads the charge. Waves of blue and khaki surge up the hill. Charles Farrell, George Bancroft and Noah Beery engage in hand-to-hand conflict with machete-armed Cubans.



Lya de Putti, who makes her second American film appearance this week in Robert Kane's "The Prince of Tempters," a First National release



Somehow, even though we didn't caption it, you couldn't help recognizing this solemn infant as Colleen Moore, First National star, not so long ago



Janet Gaynor, a Fox Films find who has been given leading feminine roles in "Sunrise," "Seventh Heaven" and "The Return of Peter Grimm"



Rehearsal for what will ultimately be the most famous haircut in history—Jackie Coogan's trim for "Johnny Get Your Hair Cut," a Metro-Goldwyn-Mayer film



Estelle Clark, one of the stock players being developed on the Metro-Goldwyn-Mayer lot, wears a blonde wig for her role in "Exit Smiling," Sam Taylor's first directorial effort for M-G-M



An unusual camera silhouette of Billie Dove and Raymond Bloomer as they appear in the leading roles of Universal's "The Sensation Seekers"





Another remarkable Columbia cast has been assembled for "Sweet Rosie O'Grady," featured by both ability and fidelity to type. Left to right, the players shown here are E. Alyn Warren, Lester Bernard, Cullen Landis, Shirley Mason, Otto Lederer and William Conklin

Just over the hill the bugles of another generation are blowing. Seconds later another hell breaks loose. Five square miles of torn, mutilated earth, streaked with trenches and pock-marked with shell holes, break into action. Mortars crash; batteries of heavy artillery fairly rock the world; machine guns whine; airplanes dart to and fro, discharging tons of death. This is the St. Mihiel of "Wings."

War again, but a different day.

And both without a single casualty.

**F**ROM the venerable typewriter of Frank Pope comes the following official communique, which conveys the impression that things are rather busy these days with the P. D. C. units on the West Coast. He says:

Cecil B. De Mille is in the midst of filming the spectacular Temple of Jehovah—one of the largest sets ever built—for "The King of Kings." Leatrice Joy is preparing to star in "Nobody's Widow," with Charles Ray playing opposite. Vera Reynolds is enjoying her first vacation in two years in Europe. Marie Prevost has returned to Hollywood from the Sesquicentennial in Philadelphia, where three of her Cairn terriers won ribbons at the International Dog Show there. Jetta Goudal is starring in "Fighting Love," with Victor Varconi as leading man. William Boyd and Elinor Fair have finished their roles in "The Yankee Clipper" and are now being featured by Metropolitan in "Jim the Conqueror," a Peter B. Kyne story. Alan Hale is filming "Rubber Tires," an epic of the auto camps, on location at Santa Cruz. Bessie Love, Harrison Ford, May Robson, Junior Coghlan, John Patrick, Clarence Burton and Erwin Connelly are "tin-can tourists" for the occasion. Phyllis Haver is preparing for her role in "No Control," which Metropolitan will produce. Seena Owen is visiting her sister in Texas prior to returning to the Metropolitan Studio. Joseph and Rudolph Schildkraut are appearing together again in "The King of Kings." Edmund Burns has completed his role in "Whispering Wires" for Fox and is now back at the De Mille Studio. Sally Rand is enjoying a brief vacation. Rod La Rocque is at Catalina Island filming scenes for "The Cruise of the Jasper B." Priscilla Dean and her company are making "Jewels of Desire" in and around the mammoth caves of the Santa Cruz Islands.

## BARTHELMESS' HAIL AND FAREWELL

**O**N the eve of his departure for a European vacation following many strenuous weeks and months of acting, Richard Barthelmess was presented "in person" at a going-away buffet luncheon at the Algonquin Friday, October 15, by First National. On the receiving line in addition to Coeur de Lion's namesake were Mrs. Florence Strauss, at once the salvation and despair of ambitious scenarists, S. Charles Einfeld, Walter Eberhardt and Lynde Denig, who endeavor to keep quite dark as far as newspapers and magazines are concerned any activities of the First National group.

In addition to Mine Host Frank Case's food and the satisfaction of meeting the mentally and physically attractive guest or host of honor, there were several added attractions to justify attendance. Karl Kitchen, the cosmopolite columnist of *The Evening World*, discussing the comparative merits of the Lido at Venice and Palm Beach as a refuge from the arduous New York winters; Phil Payne, managing editor of Mr. Hearst's tabloid, *The Daily Mirror*, with a formidable-

looking legal book titled "The Law and Its Enforcement," showing that even on social affairs he carries with him the Hall-Mills case, which he unearthed (for circulation purposes); Wallace Ham, not a "Nervous Wreck" after his second cup of coffee, representing the Strand Theatre, for which he seeks and gets publicity, Harriett Underhill of the *Herald Tribune*, Katherine Zimmerman of the *Telegram*, Palmer Smith of *The Evening World* and the chivalry and beauty of other dailies and trade publications whose business it is to review and comment on happenings in the cinema world.

The bromidic—possibly—small-town newspaper comment will serve truthfully, as far as this magazine's emissary could discover: "A good time was had by all."

## NO SENTIMENT?

**O**CASIONALLY something happens which gives the lie to the claim that there is no sentiment in modern business. One of the iron girders for the Roxy Theatre came in the other day with this message painted on it by the ironworkers: "Hello, Roxy! Good luck with the new theatre. The boys in the fabricating shop are betting on you. God bless you!"

## BOWLING 'EM OVER

**A**THLETIC competition in the film industry is not to be limited to the male contingent, if the feminine employees of the New York Pathe Exchange offices have their way about it. They are organizing a bowling team which will shortly challenge the lady pin topplers of other companies. Mrs. Anna Carroll is chairman.

## "C. B."

**O**NE man in Hollywood who is never too busy to lend a hand to a charitable enterprise is C. B. De Mille—which fact was recognized last week by his election as chairman of the Motion Picture Relief Fund.



Dorothy Gulliver, Universal player, takes a snow slide in her winter sports costume. This is much to be preferred to the icy shower as a means of waking up on a cold morning—but we'll take her word for it





The new Fox Exchange at 2019-21 South Vernon Avenue, Los Angeles, which is built on one floor so as to be lighted from overhead by a special skylight system. The three views here show, respectively, the front of the building, the projection room and a view of the sales offices from the reception room

## A SUNNY EXCHANGE

ON October 11 Fox Films opened its new Los Angeles exchange at 2019-20 South Vermont Avenue. J. J. Sullivan, branch manager, entertained the Fox stars and directors at a luncheon in honor of the opening. Exhibitors in that territory were invited and they found many things deserving favorable comment.

The building is only one story high, which permits natural daylight to pour into the various offices through ceiling prism reflectors. The floors are concrete, shelves are all-steel and floor coverings are of heavy inlaid linoleum with mosaic design. The walls are treated with a paint that reflects light, adding to the brightness of the interiors.

Ready accessibility between departments is another feature. The attractive, cleanly appearance of such offices is of itself an invitation to exhibitors to call early and remain all day. A sunlit office cannot help but make for friendly relations between exhibitors and exchange folks.

## STORIES

IN the constant search for motion picture material something like 6,000 outpourings from the brains of writers are each year brought to the attention of the story departments of producing concerns. Needless to state, the majority of these are dismissed after a hasty perusal, but there are hundreds of efforts, including plays, novels, short stories and even newspaper serials, that receive serious consideration.

Mrs. Florence L. Strauss is head of the story department of First National Pictures, Inc., and years of experience, an alert mind and a keen sense of humor help her in what she pleases to call a "treasure hunt." She explained the other day, according to an interview published in the New York Times, that the competition between film concerns brings to the fore the upper crust of the literary efforts,

but she emphasized the fact that a story or a play that costs the producers \$100,000 may be a financial flop, while a huge success may have meant an outlay of only \$2,500. As an illustration of this Mrs. Strauss said that two of the big financial hits had cost only the time of studio writers. They are "Behind the Front" and "The Cohens and the Kellys." She said that competition in the story market often forces the producers into a hasty purchase.

Mrs. Strauss has no illusions concerning the film game. She said that it frequently happens that a play or a novel may only inspire an idea on which the picture is constructed, and consequently the screen result may bear but little resemblance to the original. She added that it should be remembered that the object of picture producers is, after all, to make pictures.

When considering the purchase of a literary work Mrs. Strauss prefers, if it is possible, to await the reaction of the studio people to the story. She pointed out that it never pays to force a star into an uncongenial role, and therefore, even in her own analysis of a story, she considers which star it will suit, what other players are available for the supporting roles and who might direct the production.

"It is much easier to impress studio people with a play than with a novel, the reason being that the dressed-up characters are seen and heard on the stage, and the directors and stars, not being trained readers, do not visualize the characters from a book so easily. Therefore a play is apt to beguile some persons into a false conception of its pictorial value."

## A WORTHY CAUSE

THE following letter, received this week, requires no comment or addition on our part:

"Will you allow me, through your columns, to appeal to your readers once more on behalf of the wives and little children of the men in our prisons.

"The Volunteer Prison League has for nearly thirty years been helping such families at Christmas time and extending the help as far as possible during the man's imprisonment.

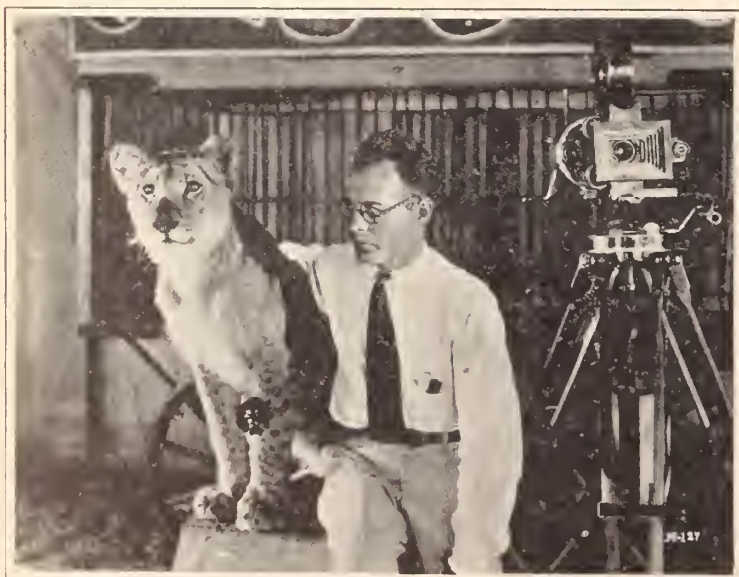
"Christmas is so pre-eminently the children's holiday—the day of joy and gladness, of gifts and good things—that it is especially tragic to think of the little ones who must be cold and hungry, poorly clothed and utterly joyless on that day.

"My close touch with the prisoners of this country brings me more and more into contact with these many needy families. We try to make our Christmas gift most practical. Something that will last through the winter, not only for the brightening of one day. Therefore, in addition to Christmas cheer and toys, we send warm new clothing and hundreds of pairs of shoes for the little feet that must tramp to school through mud and snow and which, but for our help, would be poorly shod.

"Will the readers of this message help me? We try to make every dollar go as far as possible. Checks, clothing or toys should be addressed to Mrs. Ballington Booth, 34 West Twenty-eighth Street, New York City.

"I might add that The Volunteers of America is a duly incorporated organization; that our accounts are carefully kept and audited and receipts sent out for every gift.

"Believe me, very truly yours for our country's prisoners.—MAUD BALLINGTON BOOTH."



Stephen Roberts, director at Educational studios, and Patsy, 200-pound lion cub who attacked him last week at the Selig zoo. He directed her recently in a Mermaid comedy, "Pink Elephants." The heroism of Douglas McKinnon, film editor, probably saved Roberts' life



## FILMING THE WORLD

**A**N arrival of the past week in New York was O. F. Maurer, Ufa director, who came in on the "Resolute," accompanied by his cameraman, Otto Baecker, to prepare for a filming expedition covering a considerable portion of the globe. They were to be joined on Friday by Graf Luckner, who was to arrive with his 250-foot yacht. The working title of the film which they will make is "Interesting Items of the Whole World." Only unknown actors will be used. In this way, years ago, Maurer discovered two well-known German players—Maly Delschaft (the wife in "Variety") and Charlotte Ander.

The expedition will cover the United States thoroughly, taking in the Hudson, Niagara Falls, Chicago, Yellowstone Park, Florida, and so on. In the Gulf of Mexico many of the odd fish and the catching of them will be photographed, both in slow motion and normal speed. Then will come to Rio de Janeiro, Buenos Aires, Capetown, the South Seas, Australia, India and China. Returning to San Francisco, the party will proceed down the coast to Panama, finishing there. This expedition, which will end some time in 1928, is the 16th to be sent out by Ufa. Maurer's most recent film, just opening in Germany, is "King Football."



Cecil B. De Mille, F. W. Vincent, Pacific Coast manager for the Orpheum circuit, and William Siström, general manager of the De Mille and Metropolitan studios, snapped together during Mr. Vincent's recent visit to the De Mille plant

## "BILL" HEENAN FETED

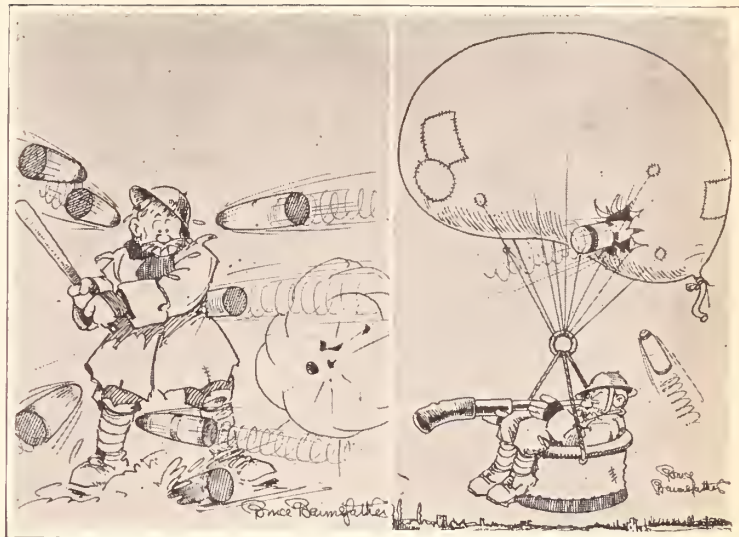
**F**OLLOWING his election as president of the Philadelphia Film Board of Trade, William "Bill" Heenan, manager of the First National exchange in the Quaker City, was the guest of honor at a testimonial dinner tendered him Monday evening, October 11, by his fellow exchangemen of Philadelphia.

Thirty-seven members of the local film fraternity, the largest gathering that ever attended a dinner of this kind, came to pay their respects to the affable motion-picture executive.

From New York came George Dembow, general manager for Robert Kane productions and Jules Levy, First National branch manager in that city, to add their share of good wishes. In attendance also was A. W. Smith, Jr., First National sales manager in the Eastern division, who paid a glowing tribute to Mr. Heenan and predicted a highly constructive and efficient administration for the new president of the Film Board of Trade the coming year.

## BRITISH VISITORS

**H**ERBERT WILCOX and Cecil A. Harrison, of British National Pictures, arrive in New York the end of the week from Hollywood, reaching here in time for the opening of "London" at the Rivoli Theatre. They were much impressed by Hollywood and are optimistic over the prospects for good pictures, whether made in Hollywood or the British Isles.



Two cartoons by Bruce Bairnsfather, creator of Old Bill, the central figure in "The Better 'Ole," which Warner Bros. have brought to the screen with Vitaphone accompaniment

## VERA GETS HER WISHES

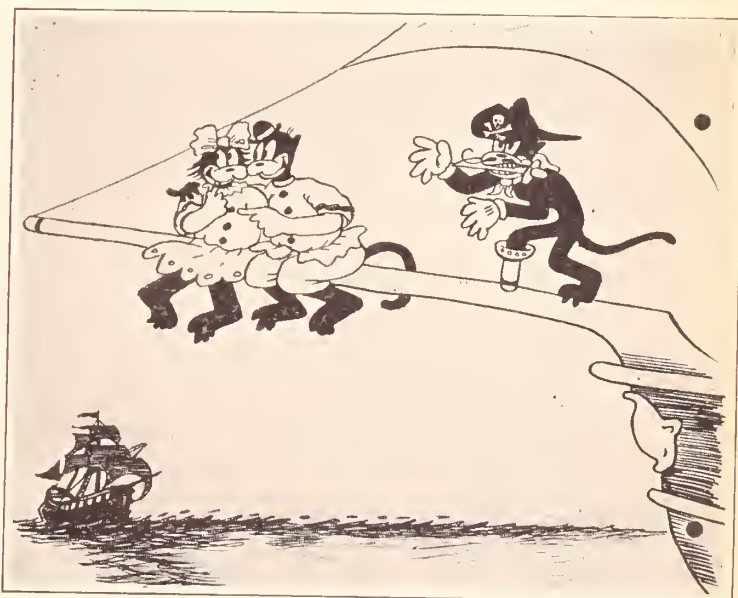
**W**HEN Vera Reynolds sailed for Europe on the Belgenland about a month ago, she went under another name, not wanting publicity or attention. Her plans included four things which she was determined to do: to ride on a London bus, in a Paris taxi, in a Venetian gondola, and to see St. Peter's in Rome.

Her wishes, by this time, have probably all been fulfilled, but in addition she found a welcome awaiting her in England and Scotland which fairly took her off her feet. She was feted and dined and entertained from the moment she arrived on the British Isles until her departure for the Continent, and left with a keen, if crowded, impression of British hospitality.

## FILM WEDDINGS

**T**WO weddings occurred the past week in New York film circles. Miss Ida Briskin, sister of Samuel J. Briskin, was married on Sunday evening, October 17, to Abe Schneider, auditor of Columbia Pictures Corporation. Mr. Schneider has been with Columbia for five years, and is a valued and popular member of the organization. The couple left for Washington after the wedding.

On Wednesday, Sidney Davidson of the Universal home office exploitation staff and Miss Helen Mann were married, and have taken up their residence at Bayside, L.I.



A gripping, tense, thrilling, suspenseful, dramatic moment from the super-epic, "The Yellow Pirate," an Educational-Life Cartoon comedy, filmed in two colors (black and white) with a large cast of ink-bottle thespians



## Beginning Next Week: A Remarkable Series of Articles by John Grierson

**B**EGINNING with next week's issue, "Motion Picture News" will start publication of a series of articles by John Grierson, the English critic, who has been engaged for several months in a study of the American motion picture industry, under the authorization of the British Government.

Mr. Grierson has already attracted attention by his earlier observations on pictures published in some of the New York dailies. In the series which he has written for The News, he continues the same impersonal point-of-view, and summarizes his conclusions in a striking way.

What Mr. Grierson says is distinctly critical, but it is constructive. He does not hesitate to point out faults in picture-making, and comes down to cases in discussing individual films. He is an outsider, of course; but he has a remarkable sense of picture values. All of his comment is interesting, whether you agree with it or not.

The views which Mr. Grierson expresses in this series are naturally his own. They are not to be construed as necessarily reflecting the opinion of The News. But we think everybody will agree that the industry has passed the stage where it cannot bear honest, constructive criticism, designed to help at the source—namely, the all-important place where pictures are made—the studio.

Unless we miss our guess, the Grierson articles will be among the most widely-discussed articles ever printed in this field.

## Film "Bicycling" Practically Ended

### Result of Country-Wide Campaign Waged by Hays Organization; Estimate \$1,000,000 Distributor Loss Last Year

**T**HE practice of bicycling films, long a menace to the film industry and the distributors in particular, has practically been checked throughout the country except in a few unimportant cases, due to the efforts of the Hays organization which for the past year has been waging war on this illegal practice.

Gabriel L. Hess, who is handling the campaign for the M. P. P. D. A., puts the total loss to distributing organizations at approximately \$1,000,000 for the past year. The evil was not confined to any one section of the country but from complaints registered it would seem that the practice had spread from Coast to Coast.

The New England Film Board of Trade is congratulating itself upon the scarcity of bicycling cases that have been brought before it for the past few months. Concentrated effort seems to have almost entirely exterminated the practice throughout that section.

The sections of New York State taken care of by the boards located in Albany and Buffalo have an occasional case but they report that the menace has subsided tremendously.

The St. Louis Film Board has had considerable trouble with violators recently, but with the weeding out of certain salesmen seems now to have the situation well in hand.

Going further west, we find that the Film Board of Trade of Arizona has had only two cases of bicycling in the past several months which speaks well of the special investigation that was made. Montana, which seems to have taken the lead in the nation-wide campaign against bicyclers, is in the battle to go the limit on any offenders. Judges out there are firm in their decision to punish exhibitors severely.

### The Phonofilm Invades Politics

**F**OR the first time, as far as known, moving pictures with synchronized music are being used in a political campaign. The DeForest Phonofilm Company have released to the Massachusetts State Republican party for use from now until the end of the campaign Coolidge's speech on "Economy and Government," at the same time showing the President delivering the speech. With this are several numbers making up a one-reel program including "The Radio Franks" in popular and topical songs, a violin solo and a monologue. A truck equipped with loud speakers and a trans-lux daylight screen are used in the presentation of the program.

The Northwest Film Board, located in Seattle, is congratulating itself on the sudden decrease in these cases. Its members seem to think that the rule originated by the Hays organization that no branch managers are to act on bicycling cases before consulting the general managers at the home office has had a lot to do with reducing the number.

During the many meetings held by the San Francisco board during the past year but a single bicycling case has come up for decision. This speaks very well for the officials there in their constant campaigning.

Of the larger cities in the United States, Philadelphia, Washington and Pittsburgh seem to have a fairly large percentage of exhibitors bicycling, but the last reports show that the evil is beginning to be cut

down. Film boards of trade located in Charlotte, Atlanta and other sections of the South report that cases are growing fewer and fewer.

The Cincinnati board, at a recent meeting, found that bicycling cases were at their lowest ebb at the present time. In Cleveland they expect that within the next few months their campaign will reach the point where that section will be entirely free from this illegal distribution of films.

Bicycling has been entirely wiped out by the Arizona board, which worked along with the federal authorities and the Hays organization in making drastic decisions against the offenders.

One of the most successful of all the campaigns is being waged in the section governed by the Kansas City board. The past few meetings have not had more than two cases to decide upon. Within a short time it will be up with the clean slate boards.

With the Hays organization putting forth every effort possible to combat the menace and the federal authorities also hot-footing after these offending exhibitors, there is no doubt that before many months the menace of bicycling will be entirely stamped out.

Bicycling in the Middle West has been stamped out almost entirely. Exchange managers in Minneapolis, Chicago, Omaha, Milwaukee and Des Moines all report that they are able to detect very few cases of bicycling by exhibitors.

Very few cases have been found in Dallas, New Orleans, Memphis and Oklahoma City, and only one or two in Jacksonville. Such cases as have occurred in Detroit, Salt Lake City, Denver, Los Angeles and Indianapolis have been as much the fault of the salesmen of exchanges as of the exhibitors themselves it is said.



# Kennedy Gives Views on Film Mergers

## Disclaims Any Knowledge of Reported Deal Between F. B. O., Universal, But Regards Mergers in General as Inevitable

BY EDWIN SCHALLERT

(Special Telegram to MOTION PICTURE NEWS, Copyright, 1926)

LOS ANGELES, October 21.—Joseph P. Kennedy, President and Chairman of the directorate of F.B.O., to-day disclaimed any knowledge of a reported merger between F.B.O. and Universal.

"I do not know of such a merger," said Mr. Kennedy. "I have not even talked to Carl Laemmle for eight months. Needless to say, no such deal could be consummated without my being aware of it."

Mr. Kennedy's statement did not, however, completely preclude the possibility of negotiations between F.B.O. and Universal or some other concern. But he declined to enter into a discussion of a situation so indefinite.

Regarding the reported statements attributed to him lately and widely circulated about the alleged deal, he was much more emphatic. "I can only say that I was very much surprised at the construction placed upon what I said," he continued. "The fact that I stated that there would be mergers in the film industry was associated with the idea of a deal between F.B.O. and Universal."

"I believe simply that there will be mergers, indeed, that they are inevitable, but I am not speaking of who may enter such mergers, or when or where. I am simply expressing the

### F. P. B. Net Profits \$1,649,689.69

THE Famous Players-Lasky Corporation in its consolidated statement (which includes the earnings of subsidiary companies) reports net profits of \$1,649,689.69 for the three months ending March 27, 1926, after deducting all charges and reserves for Federal income and other taxes.

After allowing for payments of dividends on the preferred stock, the above earnings amount to \$4.02 per share for the three months on the common stock outstanding.

sound economic necessity for such mergers.

"My viewpoint, perhaps, differs from others, because it is the viewpoint of one engaged heretofore in other lines. I do not profess any great knowledge or experience in the making of pictures, since my acquaintance with them is too limited. But I know that the present situation economically is unsound, and that mergers only will solve many of the industry's problems. In motion pictures, such consolidations of interests are not a matter of saving a few pen-

nies of a few dollars. They are a matter of saving thousands of dollars.

"General Motors Corporation has not lost anything by merging with other concerns. Instead, it is undoubtedly a greater institution, capable of giving greater service because of such consolidations. The same is true of the Steel Corporation or any other big industrial corporation; and in motion pictures there is an industrial side quite as important.

"F.B.O. has nothing to worry about as regards its future. A merger with some other organization might be of advantage, but it is hardly to be termed a necessity since our position is quite sufficiently flourishing. I need not point to the circumstance that we are undertaking production in a more active way all the time as proof of this."

No merger with any organization is being considered by Universal, according to a statement this week by Robert H. Cochrane, vice-president of the company. Nor is Universal for sale, Mr. Cochrane added.

A similar statement was made by Carl Laemmle, President of Universal, in a wire to a Los Angeles newspaper.

# Coast Circuits Not Discussing Merger

## Head of North American Denies Report His Company and West Coast Are Negotiating to Consolidate Interests

FRANK WILSON, president of North American Theatres, controlling a large chain of houses in the West, denied published reports that negotiations were under way between his company and West Coast Theatres, Inc., to merge their interests. Mr. Wilson, who was interviewed at his New York office by a representative of this publication, characterized as "mere conversation" the report that a consolidation was being discussed by officials of these two companies.

Purely speculative reasoning and not facts, he said, were the foundation upon which the rumor was erected. Mr. Wilson pointed out that before such a merger could be affected a tremendous amount of preliminary work, including detailed audits and appraisals of property values, would be necessary, and that no such steps have been taken by his company. No deal looking toward the merging of the two companies has been broached or discussed between these two organizations, he said, in denying the report.

Revival of the rumor of a consolidation

between North American and West Coast Theatres, Inc., at this time appears natural enough. As a matter of fact, this of all theatre mergers, seems a "natural," for North American's chain of 110 theatres, stretching west from the Mississippi, meets the West Coast company's chain in California. In the latter state the balance of theatre power, except in San Francisco, where Fox, Famous Players and others have their own first run houses, is about evenly divided between the two organizations. This and the fact that the backers of North American, a powerful Wall Street group, and Hayden, Stone & Co., the controlling interests in West Coast Theatres, are known to be very friendly in their business relations, make these two companies the most logical choice for headline honors when the "rumor committee" meets to discuss "impending mergers."

North American activities in the Pacific Northwest, where new theatres have been built and the Jensen and Von Herberg houses, acquired some time ago by this company, are doing a flourishing busi-

ness, have given increasing prominence to North American recently. The West Coast Theatres, Inc., are now reported to have a total of 176 houses under operation.

Based on recent developments in the theatre field and in an age of mergers it is natural that there should be a strong belief that the interests behind the consolidation of the Stanley-Crandall-Rowland and Clark-Fabian-Mark Strand chains are looking toward a national circuit stretching from the Atlantic to the Pacific. The merging of the two most powerful circuits in the West, therefore, would provide the material for a western base, which readily might be joined to the eastern end of the coast-to-coast chain, which many profess to foresee as the ultimate goal of the Stanley and affiliated theatre interests. However, the West Coast Theatres-North American phase of this theoretical development actually is no nearer realization now than for some time past, and according to Mr. Wilson no move which contemplates a consolidation of the two western circuits has been suggested or considered between the two companies.



## Transfer of B & K Holdings to Famous Consummated; Deal Involves \$14,000,000

**F**INAL details of the deal entered into between Famous Players and Balaban and Katz, whereby Famous, for a consideration of a stock purchase of \$14,000,000, acquired a two-thirds interest and control of the theatre company and its subsidiaries were completed October 15. Famous called in two-thirds of the common stock of the B. & K. Corporation, which it is purchasing at \$80 a share, with payment this week to stockholders who deposited their stock with a designated depository.

Under the arrangement, stockholders received full payment in cash with the alternatives: accepting \$40 in cash and the balance in three equal yearly installments bearing seven percent interest; or \$40 in cash and the balance in stockholders' option on ten days notice bearing six percent interest or the full amount in interest-bearing certificates.

It is reported that Famous intends to make an offer for the remaining one-third of the stock on the basis of the equivalent of \$80 a share in exchange for Famous stock.

The properties embraced in the deal include around 65 theatres. These include: Midwest Theatres, Great States Theatre Corp., and the B. & K. holdings in the Lynch and Lubliner & Trinz circuits, Chicago; and in the Kunsky Enterprises, Detroit.

The B. & K. holdings represent assets of about \$17,000,600 based on the 246,206 shares of outstanding stock \$25 par. The \$80 a share evaluation increases the total to in excess of \$21,000,000.

## Photography Patents Dispute

Number of Processes Involved in  
Hearing Before Washington Office

**I**N order to ascertain priority in photography patents possibly six photographic processes will be involved in hearings before the Commissioner of Patents in Washington. In all probability the settlement will take several years to determine.

The processes embraced are those developed by Frank Williams, who created special photographic effects for "The Big Parade"; Roy Pomeroy, who was responsible for the parting of the Red Sea effect in "The Ten Commandments"; a third, devised by Max Handsehegl, which is said to superimpose dramatic action against backgrounds of any nature; a fourth, credited to William Crispinel, a cameraman; the while the fifth is that of George Mitchell of the Mitchell Camera Co. of Los Angeles.

In matters of this nature it is customary for affidavits to be filed and then hearings

and arguments to be heard hinging around the last patent to be granted. The process of elimination is then carried down the line until a decision is approached. Lawyers for each contestant are privileged to attend such hearings.

It is understood that the business activity of those involved cannot suffer interference while the hearings are on. However, the process which finally gets the decision will probably be enabled to file suits against all of the others and ask for an accounting of profits.

It has been policy for years in the Patent Office not to discuss any controversy involving priorities in patents. The Commissioner with whom the dispute over establishment of rights in various photographic processes was taken up, would not even admit that he knew of the case.

## Italian Merger Discounted

Single Control of 2,200 Houses  
Unreasonable, Says Arthur Kelly

**S**PONSORED by the Italian Commercial Bank, the Stefano Pittaluga Company has taken over several smaller film companies and has acquired ownership of 200 theatres with control of 2,000 others, its capital being raised to 100,000,000 lire. This merger is with the idea of combating American film competition in Italy. Only pictures made in Italy with casts composed exclusively of Italian players will be shown in the theatres of the new combine.

Arthur W. Kelly, vice-president, treasurer and head of United Artists foreign

department, who returned from Europe this week, said he believed it unreasonable that 2,200 theatres are embraced in the new combine as, he declared, there are only about 2,500 houses in the entire country.

Little apprehension concerning the report was expressed by Mr. Kelly. Not only is Premier Mussolini friendly to American films, he said, but the excluding of pictures made in foreign lands is practically impossible owing to the fact that Italian houses are using double-feature policies and their country is not produc-

ing sufficient pictures to fill their program.

Production in Italy has been practically at a standstill, it is said, owing to the influx of foreign pictures. Another reason given has been the difficulty of financing production.

## Three Theatre Corporations Organized at Boston

Three new theatre corporations with the same officers and directors have been organized at Boston. They are the Stoughton-Canton Theatre Operating Co., the Southbridge Theatre Operating Co., and the Olneyville Theatre Operating Co., the latter corporation also having offices at Olneyville, R.I. Each of three corporations is capitalized at \$100,000 and the officers and directors are: president and treasurer, Benjamin M. Siegel, 13 Longfellow Road, Cambridge, Mass.; Kathryn A. MacDonald, Framingham, Mass., and Marion E. Steeves, Somerville, Mass.

## Asks Ontario Government to Appoint 2 Women Censors

With the chairmanship of the Ontario Board of Moving Picture Censors still vacant, the Women's Christian Temperance Union, in annual session at Hamilton, Ontario, passed a resolution calling on the Ontario Government to appoint two women on the censor board. Ontario is one of the few Provinces in the Dominion which does not have at least one woman on its Provincial board of censorship. The resolution by the Union was passed October 15.

## Solomon Special Fox Agent To Work in Eastern Area

Gus Solomon, formerly assistant general sales manager of Red Seal Pictures, has been made special Fox Films representative to work out of the New York exchange and in the Eastern district.

## Lasky Heads M. P. Red Cross Group

**J**ESSE L. LASKY, of Famous Players-Lasky, acting as volunteer Roll Call Chairman, is head of the motion picture group enlisting the maximum response throughout the picture industry of New York for funds to maintain the relief work and public health program of the Red Cross.

The motion picture group is one of hundreds formed in accordance with the campaign plan of the city into various industrial, banking, mercantile and professional groups which carry the Red Cross appeal into every branch of industry. It is expected that by the opening of the Roll Call about two hundred such groups will be in evidence through New York City, representing a total of some 4,500 volunteer chairmen, committeemen and captains. Mr. Lasky has already put into operation plans for comprehensive activity through the group. He has set as a goal a 100 per cent. enrollment with a Red Cross button on every person in the motion picture industry.



# Union Demands Closed Shop at Studios

## I.A.T.S.E. Ultimatum to Los Angeles Producers Threatens Walk Out Unless Complete Unionization is Adopted by December 1

COMPLETE unionization of Los Angeles motion picture studios is demanded in an ultimatum served this week on several producers by the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, the notification declaring that unless the closed shop policy is adopted by December 1, a general strike of Los Angeles stagehands, carpenters, scenic artists, motion picture operators and electrical workers, would be called. William Canavan, president of the I.A.T.S.E., who announced this action, as spokesman of the unions, said that not only would the strike involve the Los Angeles motion picture studios, but it would embrace a nation-wide sympathetic walkout of studio and stage employees, carpenters and electrical workers numbering approximately 10,000 employees of motion picture studios and theatres.

The ultimatum served on Warner Brothers, Famous Players and Producers Dis-

tributing Corporation last Tuesday according to the announcement made in New York, demands recognition of the union, a closed shop, readjustment of wage scales, the eight-hour day, pay for six legal holidays and extra pay for Sunday work. It was signed by Mr. Canavan, Robert Muir, of the International Brotherhood of Carpenters and Joiners of America; Adolph Lessing, President of the Scenic Artists Association, a branch of the Brotherhood of Painters and Decorators, and George Broach, vice-president of the International Brotherhood of Electrical Workers. Similar notices were to be served on Universal, Metro-Goldwyn, First National and Fox Films, Mr. Canavan said.

The action by these four unions is the first move in a campaign to do away with the American plan of the open shop in the studios and theatres on the Pacific Coast and the unionizing of the employees of the producers throughout the country.

Representations to discuss the demand for unionization of the studios have been made to producers on the West Coast during the past several months, the union chiefs said, and that further discussions will be sought, but firmly assert that December 1 will remain as the deadline for such discussions. The organization contends that a verbal agreement was made last April through Will H. Hays, president of the M.P.P.D.A., and Fred W. Beetsen, secretary of the Association of Motion Picture Producers of California, in which the Los Angeles industry agreed to employ only union mechanics, pay the union wage scale and grant other conditions. The demands served on the producers, Mr. Canavan said, were the result of the failure of the producers to live up to the agreement.

The Hays office last Wednesday declined to make any comment on the action of the unions.

# Public Relations Dep't in Hollywood

## Extension of Hays Organization Service to Los Angeles Will Also Make Working Conditions "the Best in the World"

CONTINUING its dual program to bring the public and the industry into closer and more direct contact and at the same time to make motion picture working conditions in Los Angeles "the best in the world," the motion-picture industry will inaugurate on November 1; in Los Angeles, a joint department of public relations and industrial relations in the California association. This will be a continuation, on a broadening scale, of the policy of co-operation with the public at the source of production as well as a new step toward further industrial improvements.

The purpose of the department will be to transmit still more forcibly to the industry, public thought and suggestions and at the same time to devote attention to activities which will give motion-picture studio employees—such as carpenters, electricians, mechanical forces—advantages enjoyed in few, if any, other industries. These workers, it is reported, comprise 60 to 75 per cent of the total studio personnel.

Announcement to this effect was made today by Will H. Hays, president of the Motion Picture Producers and Distributors of America, Inc.

Colonel Jason S. Joy, director of the Department of Public Relations for the Hays organization, will go to California as director of the combined departments of the California association, Mr. Hays stated.

The dual nature of Colonel Joy's work was worked out in conferences in New York between Mr. Hays, Jesse L. Lasky, president of the Association of Motion Picture Producers of California; Fred W. Beetsen, secretary of that association; Colonel Joy, and Lee J. Frankel, second

vice-president of the Metropolitan Life Insurance Company, who has just reported the results of a survey of health conditions in the motion-picture studios, made during last spring and summer.

"Public relations and industrial relations are closely bound together," said Mr. Hays. "Proper regard for the public's wishes and proper regard for employees serving the public are of like importance."

"To discharge the industry's duty in both relationships is the earnest purpose of the association. Intensive study of the possibilities in the studios in this regard has been in progress for some months under the direction of Mr. Fred W. Beetsen, secretary of the California association, and by the producers on the Coast, accompanied by the survey of the health conditions during the spring and summer by Dr. Frankel. This has resulted in the inauguration of the joint department of public relations and industrial relations in the California association."

"An industrial problem always, of course," he continued, "is to furnish steady employment for all studio workers. This is a production problem with the seasonal element very definite."

"Because of improvements in lighting, photography and building of sets, much of the work that formerly was done outdoors is now photographed in the studios. With sufficient effort we believe it will be possible to schedule the work so that the line of production can be made more even and the majority of mechanical forces—carpenters, wardrobe people, and such employees—will work every month in the year."

"The California producers have made much progress in their organized effort for

better industrial conditions. The improved conditions for child actors are a splendid example. Schools, under the supervision of the Los Angeles Board of Education, are provided in every studio. Children are cast in pictures only when their school work is above the average. A poor student can no more appear in pictures than a college failure could play on his school football team.

"Supplementing our own efforts to perfect industrial conditions at the studios, we asked the Russell Sage Foundation to make a survey. This resulted in a recommendation of a Free Central Casting Agency for the employment of the extras rather than the agencies through which these extras were paying thousands of dollars every month. This was done. We inaugurated such a free employment agency this year and during the first nine months it provided 190,652 positions—that is, positions for an average of 698 persons every day—without cost to them."

"The industrial department will go far beyond providing steady work for employees. We are inaugurating medical examinations, hospital accommodations, payments during illness or upon the death of employees, pension system, etc."

"Dr. Frankel's report of the survey made last summer states that health conditions in the industry are splendid. Most of the studios now have hospitals for emergency sickness cases. Sanitary conditions, ventilation, dressing rooms, stages can hardly be improved."

"In lessening the phases of seasonal occupations in motion pictures we will effect to a great degree the economic structure of Los Angeles. The purchasing power of the studio employee will be constant."



## Casanave in Ohio and Coston in Chicago Enlarge Their Booking Combines

**B**OOKING combines continue to make headway in Michigan and Ohio. Charles L. Casanave, general manager of the Associated Theatres of Ohio, has added two out-of-town theatres as members of his combined exhibitors booking association, while Jimmy Coston has secured three additional Chicago theatre chains to the list of houses for which he is booking pictures.

The two additions to the Ohio association are the Palace and Lyceum, both located in Canton. The former, a downtown house, seats 2,300 and is scheduled to open on November 11th. It is being built by John Ebersson and will be managed by Sol Bernstein. The Lyceum, also a downtown house, seats 1,200. The circuits affected by the Coston deal are: Cooney Brothers' National Theatres Corporation; Marks Brothers' Theatres and Andrew Karzas' Theatres. Mr. Coston has already booked forty houses with the Sixty-third Street Theatres as a nucleus, and according to him, there are no tie-ups between his booking circuit and any distributor or producer.

## Paramount to Hold Convention

Important Meeting at French Lick Will Be Attended by All Executives of Company

**E**VERYONE of prominence in Famous Players-Lasky will attend the convention of the distribution department at French Lick, Ind., October 25-28. A large delegation of executives is leaving New York Saturday for the convention, and there will be a large attendance from all sections of the country and abroad.

The delegates from the home office include: Adolph Zukor, S. R. Kent, G. W. Weeks, J. D. Clark, Phil Reisman, E. J. Zukor, Mel Shauer, G. M. Spidel, G. B. J. Frawley, Charles E. McCarthy, M. H. Lewis, Russell Hohman, O. Kantner, L. Bamberger, Dr. E. Stern, A. O. Dillenback, P. Allison, E. Corcoran, B. Campe, J. Roper, G. K. Haddow, E. J. Dennison, J. A. Clark, W. W. Caldwell, L. Edelman, F. Blakely, J. Sussman, A. H. Cole, Ralph Kohn, Sam Katz, H. B. Franklin, H. Goldberg, all of the distribution and general department; Jesse Lasky, Walter Wanger, W. R. Rothacker, Monta Bell, Monte Katterjohn, S. Salsbury, William LeBaron, Erwin Gelsey, R. Bloeh and E. Wynne of the production department; B. P. Schulberg, Lloyd Sheldon, Wallace Beery and Arch Reeve, of the West Coast staff; Al Deane, E. E. Shauer, J. Seidleman, D. Blumenthal, A. Ferraro, O. R. Geyer, Don Velde and G. Weltner, of the foreign department; J. Hammell, New York; J. Unger, New York; E. Sweigert, New York;

T. Murray, Brooklyn, and M. Kusell, New Jersey, exchange managers; George J. Schaefer, William Erb, John D. Powers, Al Bevan, W. E. Smith, P. A. Bloeh, Harry Hunter, Fred Myers, H. G. Ballance, D. Prince, C. E. Hilgers, R. R. Willbanks, S. Chestnut, H. W. Dodge, Carl Weeks, E. H. Brauer, J. E. Fontaine, Charles Reagan, C. E. Peppiatt, F. E. Wagoner and William J. Clark, all of the Eastern division.

The Western division exchange executives who will attend include H. A. Ross, Otto Bolle, N. F. Agnew, G. A. Smith, M. M. Hirsch, R. C. LiBeau, Blotcky, H. I. Krause, Louis Marcus, L. J. McGinley, H. W. Braty, Herman Wobber, Tom Dailey, C. N. Peacock, George P. Endert, Neal East, A. W. Nicolls, A. B. Leak, R. D. Crawford, C. F. Rose, A. Mendelhull, H. G. Rosebaum, J. B. Dugger, R. E. Heffner, H. F. Wilkes, H. E. Piekett, and the following Canadian officials: A. C. Benson, Ed English, P. J. Hogan, William Hansher, A. E. Ritchie, William Kelly, W. R. Marshall.

The list of guests includes W. R. Fraser, general manager of the Lloyd Corporation; Bogart Rogers, of the MaeLean Corporation; C. L. Yearsley, British National Pictures, Ltd.; Wynn Jones, Ufa; Herbert Wileox, British National Pictures; C. Nepper, L. Whelan, Sam Rachman and Al Kaufman, both of whom are coming overseas from Europe.

## Big Increase in Building Costs

Totals \$48,689,000 for First Six Months of 1926; Fewer Cost More

**A**CCORDING to a survey just completed by the Department of Labor, a total of 325 amusement buildings, with a cost in excess of \$48,689,000, were put under construction during the first six months of 1926 in the seventy-eight largest cities of the United States. While the de-

partment makes no distinction in the types of buildings, picture theatres constitute the bulk of construction.

Comparative figures of building activity for the first six months of 1925 and 1926 were secured from 68 cities, in which the number of amusement buildings for which

permits were issued during the 1926 period totaled 307, to cost \$47,439,000, as compared with 367, to cost \$45,260,000 in the 1925 period, a decrease of 16.3 per cent in number but an increase of 4.8 per cent in cost.

New York City leads the nation with 97 buildings valued at \$15,752,267.

Some of the outstanding figures in construction of amusement buildings—and, therefore, principally picture theatres—as compiled by the Department of Labor in Washington, follow:

1925		
New York:	Number	Cost
Bronx .....	24	\$2,949,250
Brooklyn .....	32	3,333,000
Manhattan .....	23	5,575,000
Queens .....	19	2,530,117
Richmond .....	7	100,650
Buffalo .....	6	1,890,000
Chicago .....	15	4,120,000
Cincinnati .....	2	45,000
Cleveland .....	1	75,000
Dallas .....	7	1,236,200
Detroit .....	9	2,290,000
Fort Worth .....	6	137,700
Los Angeles .....	25	2,494,950
New Haven .....	1	600,000
Omaha .....	4	236,550
Philadelphia .....	11	388,200
Pittsburgh .....	3	168,400
Portland, Ore. ....	10	400,000
Providence .....	1	100,000
St. Louis .....	43	2,750,550
Seattle .....	8	252,000
San Diego .....	None	..

1926		
New York:	Number	Cost
Bronx .....	24	\$2,949,250
Brooklyn .....	20	3,651,000
Manhattan .....	18	5,240,000
Queens .....	15	2,101,750
Richmond .....	12	202,000
Buffalo .....	6	693,000
Chicago .....	16	10,370,000
Cincinnati .....	2	1,575,000
Cleveland .....	6	590,000
Dallas .....	3	120,000
Detroit .....	8	818,600
Fort Worth .....	1	1,350,000
Los Angeles .....	25	2,994,950
New Haven .....	5	1,374,000
Omaha .....	5	696,000
Philadelphia .....	6	746,000
Pittsburgh .....	3	168,400
Portland, Ore. ....	6	652,000
Providence .....	4	2,276,600
St. Louis .....	34	2,753,350
Seattle .....	5	1,680,000
San Diego .....	10	511,950

## Ohio M. P. T. O. at Columbus, Nov. 9th

**W**ITH William M. James, president of the organization, presiding, the business administration of the Motion Picture Theatre Owners of Ohio will hold their annual convention at the Neil House, Columbus, on Tuesday and Wednesday, November 9th and 10th. Six hundred theatre owners from every part of the state will be present. Two prominent speakers already announced by P. J. Wood, business manager of the organization, are Eli Whitney Collins, president of the M. P. T. O. A., and C. C. Pettijohn, chief assistant to Will Hays.

Messrs. James and Wood will spend the fore part of the coming week at the annual state convention of the Michigan M. P. T. O., at Battle Creek, Michigan. They will be on the alert for helpful suggestions to be brought before their own body at the coming convention.

The convention in past years was generally held in December, but early November was chosen this year in favor of the mild weather which will be taken advantage of by a golf tournament, to take place on November 8th, the day before the convention, at the Elk's Country Club.



# Fredman Sees British Quota Certainty

## Tradepaper Editor, Here From London, Deplores Move But Feels That 12½ Per Cent. Legislative Act is Inevitable

**R**ECIPROCITY between the British and American film industries has been so long delayed that an empire quota of at least 12½ per cent. of British films is virtually inevitable, in the opinion of Ernest W. Fredman, editor of "The Film Renter and Moving Pictures News," who arrived in New York from London this week to confer on the situation and study matters at first hand.

Fredman makes this statement not as champion of a quota (a measure which he has opposed consistently in his publication), but as a close observer of present trends in the British Isles. He has pointed out repeatedly that a quota will only force a number of poor, cheaply made films upon British exhibitors, reacting unfavorably in turn upon public attendance.

Had the 1 to 25 reciprocity plan offered a few months ago been accepted, he feels, matters would not now stand as they do, but in interviewing leaders in the British industry just before his departure, he found that there was no longer any disposition to seek reciprocity, but in its place a determination to force the adoption of a quota. Parliament, he is sure, will pass such a measure quickly and without argument. This quota will be at least 12½ per cent., or about 75 features a year.

Fredman will remain here for about three weeks, conferring with Will Hays and the heads of the various American companies, and upon his return will lay his findings before the British trade.

In "The Film Renter" of October 9, shortly before his departure, appeared this appeal for reciprocity rather than a quota:

"It has been our contention for a long time past that the entry of British films into the American market, so vitally neces-

### Possible Film Monopoly Seen in Roumania

**I**T is reported in Roumania that the government has decided to grant a monopoly for the production of films in the country to a Russian citizen, according to a report from Vice Consul George C. Arnold, Jr., Bucharest, made public by the Department of Commerce. Although it is provided that 51 per cent of the capital of the proposed company shall be Roumanian it is understood that the initial capital is to be subscribed by a naturalized American citizen who has become interested in the project.

Local representatives of foreign film manufacturers see in this monopoly a menace to their business and have formed a society for the protection of their own interests. This society has appointed a committee to investigate the matter thoroughly and has engaged the services of two well-known Roumanian lawyers to protect their interests.

sary for the resuscitation of the British film industry, can only be possible if there is reciprocity from America. It will be remembered that this Journal was the very first to advance the idea of reciprocity which, if it had been followed up with the executive heads of the motion picture industry on the other side, would probably now be a fait accompli.

"It is a recognized fact that British films require wider markets if they are to become a successful profit-making proposition, and the most essential market of all is America with its sixteen thousand screens. Discussions have taken place in this country over many weary months, culminating in the lamentable confession that there could be no trade agreement. Reciprocity, the only scheme which stood any chance of success, was killed at its birth by the manner in which it was presented, and the cloud of doubt fogging the issues which prevented it standing any chance of success.

"Since the death of the Joint Trade Committee, British film production has taken on a decided fillip. British producers have shown that we are capable in this country of making pictures comparable with world's best. Probably the most dramatic change in the situation has taken place over the past few weeks when great British pictures, such as "The Triumph of the Rat," "Monsieur Palaver," "The Lodger," and "Mademoiselle from Armentieres," triumphantly showed the world that we are just as able to make good pictures as any other country. But in order to make good British films a really paying proposition we need wider markets.

"Since the demise of the Joint Trade Committee there have been indications that America is prepared to take British films on a reciprocal basis. Famous Players have contracted with British National Pictures

to take their output; United Artists have taken the latest Hepworth offering, and enquiries have been made in London for the five films quoted above, but this is not enough to put British production on its feet. Other American companies must do their share.

"During the whole time that the Joint Trade Committee were in session not a single effort was made to get in touch personally with Mr. Will Hays and the real leaders of the American motion picture industry to arrive at some basis of agreement. We have always contended that New York was the place for a deputation of this industry to go, so that the whole subject could be discussed with the men who can make decisions themselves without leaving it to representatives. It is common knowledge and past history that nothing whatever in this direction was done, and because we still believe in reciprocity, our Editor is leaving next week to discuss the whole subject with the American leaders."

Fredman will be the guest of honor at a dinner to be tendered him at the Hotel Biltmore, New York City, next Tuesday evening.

### Al Christie Optimistic On Conditions in France

**D**ECLARING that he had never before seen so much healthful activity in the motion picture industry as at the present time, Al



Al Christie

Christie, who returned a few days ago from a three-and-a-half week's trip in France, only to leave New York almost immediately for California, has expressed himself as extremely optimistic over the conditions of the industry in France.

"The motion picture theatres of France," he said, "are doing more business than ever before. Theatre construction is booming. The building of theatres in France has not been very active heretofore, but it has taken a sudden spurt which is a remarkably good sign for the future of the business. Mr. Christie also stated that 'the French people like our product much better than the pictures made in any other country.'"

Though Mr. Christie was forced to curtail his stay in New York because of production matters which necessitated his presence at the West Coast, he found time to address a few remarks to the district managers of Producing Distributing, who were were holding their sales meeting while he was in New York.

### August Exports of Films Va'ued at \$663,302

**A**UGUST exports of motion picture films totaled 22,176,905 feet with a value of \$663,302, as compared with 26,115,214 feet, valued at \$831,942, in July, it is shown by figures just made public by the Bureau of Foreign and Domestic Commerce.

All classes of film showed a decline in August, the exports including 3,370,279 feet of raw stock valued at \$84,877, against 6,129,297 feet, valued at \$109,990, in July; 469,384 feet of negatives, valued at \$96,855, against 731,224 feet, valued at \$159,619; and 16,446,576 feet of positives, valued at \$465,456, against 18,043,787 feet, valued at \$546,983. Shipments to non-contiguous territories totaled 1,890,666 feet, with a value of \$16,114, against 1,210,906 feet, valued at \$18,350, in July.

Exports of positive film to Australia showed a decided increase over July, totaling 2,685,124 feet, valued at \$55,094, against 1,671,045 feet, valued at \$44,296, in July.



# Catholic Meet Hears Milliken

Secretary of Hays Organization Also  
Addresses Buffalo Chamber of Commerce

ADDRESSING the National Convention of Catholic Men in Cleveland on Tuesday of this week, Carl E. Milliken, secretary of the Motion Picture Producers and Distributors of America, told the assemblage that among the 1,500 Catholic men and women who belong to the Catholic Motion Picture Guild in Hollywood are many of the leading actors, directors, writers and technicians of the moving picture industry.

"Every Catholic is an art critic because every Catholic church is an art school," Mr. Milliken declared. Continuing, he said it was the Catholic Church which kept alive the spark of culture through the Middle Ages, when learning was not as universal as it is to-day.

"Pictures," he went on, "have always served the interests of religion. In the early days, pictures interpreted the Bible for those who could not read. To-day a great new instrument, the moving picture, has been given to the world to teach, to

make all understand each other and to be friends."

The moving picture is America's most distinctive product, Mr. Milliken told members of the Buffalo Chamber of Commerce at luncheon on Wednesday of this week. He stated approximately 85 per cent. of the world's supply is produced in this country.

Mr. Milliken also told of the work of arbitration boards saying that a saving of 4 1/4 per cent. was effected by the system of settling trade disputes without recourse to litigation; the Hays secretary also commented on the new free casting agency recently established in Hollywood which, he declared, will save extra thousands of dollars yearly.

"The moving picture is advertising America to itself," Mr. Milliken concluded. "We are building buying habits through the motion picture. We have kept our pictures as unpurchasable as the editorial columns of your great newspapers, but nevertheless, we are selling goods."

# Comerford Acquires Two More

Buys Scranton Theatres from Reis  
Interests; Steffes Co. Sells One

ONE of the largest real estate transactions to occur in Scranton in some time, was that consummated this week when the Comerford interests acquired title to the Academy and Capitol Theatres, the consideration said to be approximately a third of a million.

The deal was made through the Meeco Realty Company, a subsidiary of the Comerford Company, the properties being purchased from Mose Reis, of New York, head of the Reis circuit.

The Comerford interests held ninety-nine year leases on each property. Through the deal put through, however, the Meeco Realty Company acquired title to the properties.

For years the Reis circuit dominated by interested parties headed by Mr. Reis, op-

erated the Academy and the old Lyceum Theatre which occupied the site where the Capitol now stands.

E. L. Peck, of Minneapolis, has bought the Watertown, S. D., Colonial Theatre from Steffes Amusement Company, headed by W. A. Steffes. He is already handling the house. This leaves Steffes with the Logan Theatre, Minneapolis.

The Kohn and Fairchild interests operating under the name of the K. & F. Amusement Company are reported to have taken over three more theatres, this time the B. P. McCormick theatres of Canon City and Florence, Colo. This information which reached Denver Friday is well founded and is not denied by the local K. & F. offices here. This new addition will increase their chain of amusement houses to a total of thirteen theatres, making theirs the second largest chain of theatres in the Denver territory.

Morris Pouzner has added two more theatres to his rapidly growing holdings, having this week taken over the Orpheum Theatre at Stoughton and the Orpheum at Canton, Mass. It is rumored that later these houses may be transferred to Universal. These two purchases make a total of seven theatres which he has acquired in three weeks.

## Minneapolis Film Board May Inspect Projection Machines

Employment of an expert operator to travel through this territory inspecting projection machines is being considered by the Minneapolis Film Board of Trade as a means of reducing the number of damaged prints.

## Julius Bernheim Columbia Business Manager

THE position of business manager of the Columbia Hollywood studio has been awarded Julius Bernheim, who will relieve the strain of business accumulated at the Columbia Western offices.



Julius Bernheim

Mr. Bernheim, a nephew of Carl Laemmle, acquired most of his business experience while with Universal, and while there was associated with the present Columbia executives, Joe Brandt, Harry and Jack Cohen. He was for several years general manager of Universal City, and during the past year and a half was connected with the Universal Theatre Enterprises at the home office.

## Mass. Exhibitors Buy Scollay Square Strand in Boston

L. B. Schwartz and Louis Boas, prominent Massachusetts exhibitors, have bought the new Scollay Square Strand Theatre, Boston, now under construction, which will probably not be ready for opening before the early part of December.

The building was formerly the Crawford House, at one time a famous Boston hotel. It was sold last April although more than \$125,000 had been spent remodeling it only two years before. With its sale, work was at once started remodeling the structure into a theatre and business block. The theatre section, with the exception of the lobby, is practically entirely new construction. In addition stores are being constructed and a part of the upper floors will be used as a hotel.

Part of the former hotel structure was taken by the City of Boston in its widening of Court Street, necessitating changes in the structure. The theatre will face the new Cambridge Street boulevard and is on the corner of Court Street and Cornhill.

It is understood the new theatre will have a policy of feature films and vaudeville with two changes in program weekly.

## Thugs Club and Rob Theatre Owner of Cleveland

The very successful and auspicious opening of Paul Gusdanovic's Regent Theatre, Buekeye Road and East 116th Street, Cleveland, O., last Saturday, was followed by a sad catastrophe. Coming home from the theatre, with \$1,200 profits in his pocket, he was attacked as he was driving into his garage, and robbed of every cent he had with him. The robbers attacked Mrs. Gusdanovic, who came out to meet him, and then struck him over the head, rendering him unconscious, while they made a getaway. Except for a bad case of nerves, there were no other serious results from the attack. Garage holdups have been the fashion in Cleveland robberies this season, so Gusdanovic is now among the elite.

## Missouri Women's Clubs Opposed to Censorship

THE Missouri Federation of Women's Clubs' state board at a meeting held in Columbia, Mo., on October 12, went on record as opposed to state censorship of motion pictures. The women favor a program of education work through motion pictures.

The Federated Women's Clubs held their first general meeting in Columbia on the night of October 12.

Leaders among the women believe that it is not the proper province for the state to dictate to the people what they shall see in motion picture theatres—that such a policy would be un-American.



## In and Out of Town

A DELEGATION of managers of the Wilmer and Vincent Circuit visited the First National home office this week with the object of discussing theatre problems with First National officials. Sidney Wilmer headed the delegation which included Harry Bernstein, Frederick Osterstock and Arthur Hopkins.

CARROLL S. TROWBRIDGE, general representative for the Christie Brothers, has gone to Cleveland to attend a meeting of the district representatives, branch managers, bookers and salesmen of district manager Robert Cotton's division. He was accompanied by Haydn Duke and assistant sales manager Ralph Clark of Producers Distributing Corporation.

E. OSWALD BROOKS, Pathe Southern division sales manager, is back again at the home office after a three weeks' tour through Atlanta, Charlotte, Dallas, Kansas City, Memphis, New Orleans and Oklahoma City. Mr. Brooks had the pleasure of meeting Eli Collins while at Jonesboro, Ark. He also made a record trip of 837 miles through Arkansas in three days.

NED MARIN, First National's Western District sales manager, will start on a five weeks' tour of his territory following the close of the semi-annual meeting of First National franchise holders at French Lick Springs, Ind. He will be accompanied by Emil Jensen, representative of the Joseph M. Schenck organization.

EDMUND H. HOWELLS, Far Eastern representative of Producers International Corporation, foreign distributors of Producers Distributing Corporation, has just arrived in New York after a six months' trip through the Orient.

PREDICTING that Gene Tunney's Pathe pictures will gross tremendous business throughout the Midwest, W. A. V. Mack, Midwest division sales manager of Pathe Exchange, Inc., has returned from a tour of several weeks throughout his territory.

EDMUND LOWE and his wife, Lilyan Tashman, returned aboard the "La France," October 13, from Paris, where they have been enjoying a belated honeymoon. They left for Hollywood immediately.

CLAYTON P. SHEEHAN, manager of Fox Films foreign department, and Mrs. Sheehan sailed aboard the *Berengaria*, October 13, for a combined honeymoon and business trip. They will tour Europe, visiting the Fox branches in London, Paris and other European capitals.

HARRY JONES, the Cranfield and Clarke Western representative, has arrived in New York for a conference with W. F. Clarke of Cranfield and Clarke, Inc.

## Asher and Small Plan Sequel to "Cohens and Kellys"

E. M. Asher and Edward Small, producers of "The Cohens and the Kellys," have announced their intention to film a sequel to the comedy which will reach the screen under the title of "The Cohens and the Kellys in Paris." It is very probable that George Sidney and Charles Murray will again be seen in their roles of Cohen and Kelly respectively. The film will be put into production early in the new year. As yet no definite arrangements have been made as to distribution.

# Pantages Acts for "U" Theatre

Candler, Now Under Construction in Atlanta, to Play "Pan" Vaudeville

ARRANGEMENTS have just been announced between Universal Chain Theatrical Enterprises, Inc., and the Pantages vaudeville organization, whereby the million-dollar Candler Theatre now being built in Atlanta will run Pantages vaudeville in connection with Universal pictures. The deal was closed for Universal by Dan Michalove, assistant general sales manager in the Southeast and also supervisor of theatres in that section.

At present, the nearest Pantages house to Atlanta is in Memphis. Under the new arrangements, Pantages acts will jump from Memphis to Atlanta. The Pantages organization is one of the strongest vaudeville chains in the country, but with its strength mostly in the Middle West and on the West Coast.

The Candler Theatre, upon which Universal has a long-term lease, is being constructed as a part of a building project inaugurated by Asa G. Candler, the Coca-Cola millionaire. In connection with the theatre there will be a Macy store and an office building. The theatre soon will be

ready for interior decoration and furnishings.

It will have its premiere around April 1st, next spring.

The Pantages circuit, which is strongly entrenched on the West Coast, has come into sharp competition at various times with the Keith-Orpheum houses, and acts playing "Pan" time have been looked upon with disfavor by the U.B.O.

For this and other reasons, Alexander Pantages has had under consideration for years plans to invade the East, the stronghold of Keith-Albee. Negotiations were under way at one time, it is understood, for the purchase of his circuit by North American, but nothing came of this, and the latter Keith-P.D.C.-North American deal puts P.D.C. into houses competing with Pantages.

The affiliation with Universal in Atlanta is one of the first definite moves toward an important eastern division by Pantages, though it is understood that he has the construction of a number of combination houses under consideration.

# Castle Expands Distribution

Making Rapid Progress With Own Exchanges and Other Trade Affiliations

EUGENE W. CASTLE, head of the Castle Film Company, 729 7th Avenue, New York City, and one of the pioneers of the film business, announces that his company is progressing rapidly with the policy of establishing its own exchanges in the principal cities and further arranging trade affiliations with well-known distributors on a national scale. Connections have also been made in the chief European centres.

It is interesting to note the manner in which Castle made his entry into the motion picture industry. Before making his connection with the old Gaumont company with whom he was with for five years, Castle used to trudge around San Francisco with a motion picture camera acquired through his slender earnings at the age of seventeen. He sold his first picture of a Bay property dedication attended by prominent San Franciscans to the *Animated Universal Weekly* for the munificent sum of thirty-five dollars. While with Gaumont, Castle rose to the position of supervisor of all branches; but on his travels throughout this country and Europe, was never far away from the camera crank. While toiling the rounds, he continued to secure worthwhile footage for his company.

A number of Castle's former associates are with him today; one of them, Sanford E. Greenwald, he considers as one of the top-notchers in the short subject field. Bert Moissant, another all around film man and former school chum of Castle's, has been appointed production man in the West. Castle's contention is that a successful short subject must be produced by an experienced camera man; and to this end, has surrounded himself with twenty such men.

Castle Films will continue to specialize on "Short Shots," "Castle Novelties" and "Music Legends."

## Chadwick Gives Prologue With First Division Picture

Chadwick Pictures inaugurates a new service in the recently completed arrangement whereby Raphael Odierno will prepare special prologues and presentations for houses showing Chadwick First Division productions. Through arrangement with the company, Odierno will supply complete programs or detailed scenarios from which the exhibitor may prepare his presentations. Chadwick has provided for the complete production of the musical settings. Odierno personally prepares all the new Chadwick presentations and is well known as a musical director, having scored more than one hundred feature productions.

## K. C. Film Board to Aid in Passing Workmen's Law

The Kansas City Film Board of Trade will co-operate with the Associated Industries of Missouri in effort to obtain passage of the workmen's compensation law, it was announced Saturday, following the passage of a resolution to that effect. The law, which will be voted upon in November, will effect exhibitors in that it will tend to lower the rate of insurance a Missouri employer must pay for his employees. Free trailers advocating the passage of the bill will be used by exhibitors.



# Supply Dealers' Chicago Meet

Association Reorganized and Renamed;  
New Officers Elected and Dues Reduced

THE successful convention of the Motion Picture Equipment Dealers of America, held at the Congress Hotel, Chicago, this week, was the best answer to rumors that the association was about to disband. A reorganization was effected giving the manufacturers of equipment and supplies a greater voice. New officers and directors were elected and the name changed to Theatre Equipment Association, under which banner the organization will continue to be an important factor.

In the equipment branch of the industry John H. Hertner was elected president, S. A. Louis vice-president, and S. S. Behrends treasurer. The new directors are the officers and C. D. Struble, Irving Samuels, I. L. Nixon, J. E. McAuley, J. C. Brown and W. E. Green, five manufacturers and four equipment dealers as provided by the revised constitution and by-laws. Manufacturers are now eligible for active membership, as are supply dealers, with the pro-

vision that dealers having more than one store are only entitled to one active membership, including the right to vote and hold office, each branch store being eligible for an associate membership, without the right to vote or hold office. As an inducement to independent supply dealers and manufacturers to join, the association dues were reduced to sixty dollars per annum for active members and twenty dollars for associate.

A pleasing feature of the meeting was the presentation of retiring secretary B. A. Benson with a handsome watch and chain as a token of appreciation of his splendid work during the four years he held office. Retiring President Struble and the other officers were also given a vote of thanks for their accomplishments. It is the consensus of the manufacturers and dealers that the association will function even more successfully in the future than in the past.

## Michigan M.P.T.O. in Session

Organization in Flourishing Condition  
With Balance of \$40,000 in Treasury

BATTLE CREEK, MICH., October 20.—More than four hundred members of the Motion Picture Theatre Owners of Michigan were represented at the seventh annual convention held at the Post Tavern here, October 19-20. The treasurer's report showed a balance of more than \$40,000.

H. M. Richey, General Manager, made a very complete report on the arbitration situation in this territory as well as on the Music Tax situation, recommending a campaign of education directed at the Society

of Composers, Authors and Publishers, in an effort to convince them that they get enough publicity from having their music played in theatres so they can afford to forget the tax.

Before the M.P.T.O. convention there was a conference of arbitration board representatives from nine states together with Charles C. Pettijohn, of the Hays organization. Several hours were spent in discussing arbitration problems.

A very enjoyable banquet and dance was held Tuesday night. The Wednesday session was given over to unfinished business and election of officers for the following year. The incoming officers are: C. E. Kirehner, president, Detroit; H. T. Hall, vice-president, Detroit; Ruby Fisher, secretary, Detroit; E. Niebes, treasurer, and H. M. Richey, general manager.

There were two bids for the meeting place next year—Detroit and Jackson—and the decision was in favor of Jackson.

## W. Bradstreet, New England Theatre Pioneer, Dead

Mr. Bradstreet was one of the earliest to realize the possibilities of motion pictures and organized one of the first circuits in New England with theatres in Boston, Rochester, N.Y., Syracuse, Providence, Pawtucket, Lowell, Waltham and other New England cities. He was also the owner of stock theatres in Malden, Mass.; Lowell and Pawtucket. Mr. Bradstreet also possessed several hotel properties to which he devoted all his time upon his withdrawal from the theatrical field about six years ago, when he sold his interest in the stock theatres and two years later his entire circuit with the exception of the Park in his home city of Waltham, which he operated until two years ago.

## Screen Advertisers Hold Semi-Annual Meet in K. C.

The semi-annual convention of the Screen Advertisers' Association at the Hotel President, Kansas City, Thursday, Friday and Saturday, attracted about fifty delegates from various sections of the country.

In the absence of President Douglas D. Rothacker, of Chicago, A. V. Canger, of Kansas City, vice-president, presided. There was no election of officers, election not being due until the annual convention. Most of the routine business having been disposed of by Friday night, Saturday was devoted to pleasure trips about the city.

From the welcoming address of Mayor Beach on Thursday to the final session Friday, the convention was replete with addresses of interest. The screen, as an advertising medium, was praised by Paul Kendall, advertising manager of the Long-Bell Lumber Co., of Kansas City, in his address, "Our Experience in the Use of the Screen." Much data of technical interest in the use of the panchromatic negative was disclosed by George A. Blair, of the Eastman Kodak Company, of Rochester, N. Y., while the possibilities of national or multiple service to advertisers were discussed by H. E. Hollister, of the Pyramid Film Co., Dayton, Ohio.

The convention proper was completed with a dance, given by the Kansas City Ad Club, in honor of the delegates at the Hotel President.

## Chicago Exhibitors Aiding Better Citizen Movement

The Exhibitors Association of Chicago is co-operating with the public and parochial schools, the police department, the Chicago Association of Commerce, the Union League Club, the League of Women Voters, the Federated Women's Clubs and about twenty other important civic and quasi-civic organizations, sponsoring a "better citizen" movement designed to prevent juvenile mischief and vandalism on Hallowe'en. It has been suggested that as a reward for good behavior, a free show be given to Chicago children on the morning of Saturday, October 30. This was done last year in about thirty theatres with splendid results, not only from the viewpoint of those sponsoring the movement but on the part of the theatres which participated. The children were accompanied by one teacher for every one hundred children and this arrangement will be made again this year.

## Few New Firms Incorporate in New York State

Newly incorporated motion picture companies receiving charters from the secretary of state during the past week, and engaging in the business in this state, included the following: Kodak Cubana, Ltd., Rochester, \$10,000, Charles F. Ames, Arthur H. Paul, Domingo E. Delgado, Rochester; Winfield Motion Picture Corporation, capitalization not specified, Edward Herbst, Robert H. Aarons, Zoltan Gross, New York City; The Greek Theatre Guild, Inc., \$60,000, Samuel Grubman, Morris A. Kurtzack, Philip Isaacs, Bronx; Roma Philadramatic and Film Producing Corporation, \$5,000, John Spano, Peter and Beatrice Tagliavia, New York.

## Albany Exhibitors Find Business Prospects Good

NOT a single protest is being heard these days from exhibitors in this part of the State over business conditions. Practically all of the houses report that business is running ahead of the same period last year, and that the winter's prospects are the brightest in many years. While many persons expected that the opening of the Mark-Ritz in Albany, would bring about a slump in business at the nearby Leland, the fact remains that both houses are doing a capacity business, and that there appears to be patronage sufficient to fill every theatre in Albany if the entertainment measures up to the mark. Only last week a new theatre opened within two or three blocks of the Leland and did good business, while business at the Leland and Mark Strand did not show the slightest decrease on account of the new house. Every exhibitor in the territory is making money these days and with business at its best every exhibitor is endeavoring to furnish the highest possible type of entertainment.



## Tim McCoy to Appear in New Kyne Story, "California"

"California," original screen story by Peter B. Kyne, will serve as a vehicle for Tim McCoy, whose first Western for Metro-Goldwyn-Mayer, "War Paint," was also written by Kyne. The new Kyne story concerns the early days of Californian history, during the time of the state's transition from Mexican to American territory, and with General Phil Kearney's invasion.

Aileen Pringle, who recently returned to the West Coast after being featured in several pictures in the East, resumes her work for Metro-Goldwyn-Mayer by portraying the chief feminine role opposite McCoy. The story has been adapted to the screen by Arthur J. Burke, aide to Brigadier-General Smedley Butler of the U. S. Marine Corps. W. S. Van Dyke will direct "California," which will be produced by Bernie Hyman.

## Monte Brice Assumes First Directorial Assignment

The directorial ranks of Famous Players-Lasky were swelled last week when Monte Brice, gag man and scenarist, was given his first directorial assignment, "Casey at the Bat," featuring Wallace Beery and Raymond Hatton. ZaSu Pitts and Ford Sterling also have featured roles. Brice wrote the story along with Reginald Morris from the suggestion found in the poem which is the title of the picture. Production will be started as soon as Beery and Hatton have finished their work in "We're in the Navy Now."

## Columbia Signs Meyers and Chadwick for Feature

With Frank R. Strayer preparing for another feature comedy to follow "When the Wife's Away," featuring George K. Arthur, Columbia Pictures has signed Harry Meyers and Helene Chadwick for the principal parts in the picture. Other players are also under consideration. The title for the comedy has not as yet been determined, but Harry Cohen, general manager of production at the Columbia studio, says that it will measure up to any comedy title on the market.

## New Tiffany Branches and Managers

M. H. HOFFMAN, Vice-President of Tiffany Productions, Inc., has appointed Charles I. Luntz manager of the Tiffany Exchange in Los Angeles, with temporary headquarters at 1906 S. Vermont Avenue, and Louis Reichart as the Tiffany representative for the San Francisco exchange. It is expected that within a short time announcement will be made of the establishment of exchanges embracing the Southern and Southwestern territories. Until these are realized and managers appointed, the bookings for Tiffany product are being handled from the home office in New York City.

Tiffany is at present represented in nearly all the principal cities of the United States and in addition has branches located in the principal distributing centers of Canada, Great Britain and Cuba.

## Boston Audience Not Alarmed Over Fire

EXPRESSING more concern over the refunding of their money than the fact that a fire was blazing underneath the stage of the Shawmut Theatre, Boston, twelve hundred people comprising the audience, declined to leave the house even when ordered to do by the stage hands and a deputy fire chief.

Fire started underneath the back part of the stage during the evening performance, supposedly from defective wires. Upon the discovery of flames, the show was interrupted and the lights switched on. The audience responded with laughter to any requests to file out quietly though the smoke could be smelt and the noise of the firemen working under the stage was noticeable.

It was upon the arrival of the chief of the Boston fire department and his assurance that they could wait outside until the fire was overcome that the audience filed out, some of the last ones who lingered being hurried along by policemen who had arrived on the scene. The fire chief gave orders that the audience could remain inside the fire lines and when the fire had been put out, with an estimated damage of \$1,000, they filed back into the theatre and the evening's performance was completed.

## F. B. O. Planning Comedy "Her Father Said No"

F. B. O. officials will endeavor to make the Gold Bond feature, "Her Father Said No," a comedy of extra merits. The story, written by H. C. Witwer, first bore the magazine title of "Charlotte's Ruse." The leading feminine role—that of Charlotte—will be played by Mary Brian, who has been loaned to F. B. O. by Famous Players-Lasky. The two-reel comedians, Al Cooke and Kit Guard, who recently appeared in the "Red" Grange production, "One Minute to Go," and who have just finished work in the "Bill Grim's Progress" series, have the chief masculine roles. Frankie Darro also has a part in the production. Al Boasberg, who was gag man for Buster Keaton in "Battling Butler," has been named as comedy constructor for the Witwer comedy. Sam Wood will supervise. The director is yet to be named. The feature will be six reels in length.

## Preparing New Song Parody and Radio Personalities

Jack Reilly, producing the Popular Song Parody series for Artelass release, has secured the rights to the popular song, "Margie," for the purpose of filming in animated form and using the jumping ball method for maintaining proper tempo. The next Artelass release of Radio Personalities will feature Major Andrew White, premier announcer of sporting events; Godfrey Ludlow, M. J. Gross and other entertainers and announcers of Station WJZ. Elmer McGovern is in charge of the directing and editing. Lester Soman is producing the Radio Personalities series of six single reels for Artelass.

## Ernest Gillan Signs Long Term Contract

Having signed a long term contract with First National, at the West Coast, Ernest Gillan will make his first Eastern trip, and will arrive in New York to portray one of the leading parts in Robert Kane's next production. This production will mark his second picture with Kane, his initial role having been with Alice Terry as leading man for the same producer. He recently appeared in "The Auction Block" and "His Secretary." Upon completing his present role Gillan will return to the Burbank studio to appear in productions to be filmed there.

As a college youth in Pasadena Gillan took part in many benefits for the Red Cross during the war. This led to an engagement with Walter Hampden, with whom he appeared in "The Light of Asia." He was born in Mexico City, Mex., of Spanish parents, and came to Los Angeles at the age of seven for his education, which he completed at Occidental College.

## F. B. O. Has Three Features in Cutting Room

Three feature length productions are in the cutting room of Film Booking Offices' Hollywood studio. Pandro Berman, with the aid of Phil Rosen the director is cutting "Rose of the Tenements," the John Morosco story from "The Stumbling Herd." Shirley Mason and John Harron are co-featured. Eddie Dillon is cutting "Bred in Old Kentucky," Viola Dana's first F. B. O. starring vehicle. "The Timid Terror," George O'Hara's second feature, is also being cut, while Jesse Goldberg is finishing "The Border Whirlwind," a Western, featuring Bob Custer.

## "Jocelyn's Wife" Next On Tiffany Release Schedule

Following "College Days" on the Tiffany release program will be the special production of "Jocelyn's Wife," starring Pauline Frederick. In the cast supporting Miss Frederick are Holmes Herbert, Freeman Wood, Armand Kaliz, Carmelita Gerahty, Josephine Hill, Pat Harman, Ivy Livingston and William A. Carroll. The picture was directed by Richard Thorpe and was suggested by the novel of the same name by Kathleen Norris.

## Vitaphone's Boston Premiere at Colonial on Oct. 27th

Vitaphone will have its Boston premiere at the Colonial Theatre on October 27 in connection with the showing of Warner Bros.' "Don Juan." This will be the first time Vitaphone has been heard in New England and there is a heavy advance sale of seats. The run will be limited by bookings already made for legitimate shows at the Colonial.

## Morgan to Do Original for Metro-Goldwyn-Mayer

A compact was entered into last week at the Metro-Goldwyn-Mayer studio whereby Byron Morgan, short story writer, and Sam Wood, director, will combine in the production of a new picture for Metro-Goldwyn-Mayer to be called "Red, White and Blue." Morgan is now composing the original screen story.



# Originals Dominate M-G-M List

**Louis B. Mayer's Prediction Supported by Production Schedule Outlined**

**L**OUIS B. MAYER'S recent prophecy that the original screen writer would assume prominence hitherto denied him is supported by the schedule announced at the Metro-Goldwyn-Mayer studio which calls for nearly a score of originals.

Agnes Christine Johnston is doing an original story for Marion Davies based on the comic strip, "Tillie, the Toiler." Dorothy Farnum has been assigned "The Cosacks," an original story which will be given an elaborate production with John Gilbert in the featured role. Josephine Lovett, who recently arrived from the East, has prepared for the screen an original romance in "Annie Laurie," in which Lillian Gish is starring. "Exit Smiling," the feature comedy featuring Beatrice Lillie, who makes her screen debut, is an original story written by Mare Connelly.

John Colton, author of "The Shanghai Gesture," is working on Lillian Gish's next starring picture, "Heat," a Javanese story. Irvin S. Cobb, humorist, is preparing a story, "The Glory Diggers," with the building of the Panama Canal as the principal motif. Robert Lee is composing another original that deals with the days when the old Mississippi steamboats held sway. Kate Corbakey is doing an original story concerning modern engineering and

Adelaide Heilbron has been assigned the continuity of "Frisco Sal," an original story.

Edmund Goulding is preparing an original in "Diamond Handcuffs," Mae Murray's next starring vehicle. A. P. Younger has been assigned to write two originals and scripts. Peter B. Kyne has finished "California," another original of the Western type, for Tim McCoy. Harvey Gates is also writing an original for the new Western star. Charles Maigne, Buck Oxford, Fred MacIsaacs, James Gruen and Fred Stowers are writing for the Western unit, either doing originals or adapting some of Kyne's stories to the screen.

Although the present writing schedule gives the original story much prominence, published books, stories and plays will also be represented. A. P. Younger has written the continuity of "The Taxi Dancer," while Albert Lewin has adapted Rachel Crother's "A Little Journey." Elliott Clawson and Ray Doyle are adapting "Ordeal," Lon Chaney's next vehicle. Waldemar Yaung has completed the adaptation of "The Day of Souls," starring John Gilbert. Madame Fred de Gresac is preparing the screen adaptation of Leo Tolstoy's "Anna Karenina." Lorna Moon is working on the continuity of "Captain Salvation."

## "The River" Sam Rork's Next F. N. Production

While in New York on business relating to the release of "The Blonde Saint," Sam E. Rork, producer, arranged with First National executives for his next production, "The River," Patrick Hasting's stage play. Doris Kenyon and Lewis Stone have been chosen for the featured roles. It is expected that the film will be completed by the first of the new year and will be released in March or April. The only supporting player thus far selected is Ann Rork. Inside of the next six weeks the director, the rest of the cast, the details of the erection of sets at the Burbank studio and the location of the exteriors will have been determined upon.

## Jane Novak Added to "One Increasing Purpose" Cast

Jane Novak joins Edmund Lowe and Lila Lee in portraying the leading roles in the Fox Film production of A. S. M. Hutchinson's novel, "One Increasing Purpose." Important characterizations have already been assigned May Allison, Holmes Herbert, Lawford Davidson, Emily Fitzroy and George Irving. The exteriors were filmed in the original settings in England where the author cooperated with Bradley King on the scenario. Included in the English company were Mr. Lowe and Miss Lee, Fisher White, English actor and Gwynneth Bristone, sister-in-law of Mr. Hutchinson. Director Harry Beaumont is now ready to start work on the interiors of the picture.

# Grauman to Install Vitaphone

**His Egyptian Will Have Device on Oct. 27th; Warners Negotiating for More Space in N. Y.**

**B**EFORE the end of the current month the Vitaphone, in conjunction with John Barrymore in "Don Juan," will be playing in Los Angeles and Boston. Sid Grauman has had capacity crowds at his Egyptian in the former city without the Vitaphone or accompaniment, staging instead an elaborate presentation on which had been expended over \$30,000. But due to the insistent clamor that his patrons have put up for the widely-heralded Vitaphone, the showman will discard his presentation, substituting the Vitaphone on October 27. The same artists that are featured in the presentation at the Warners in New York City will be seen on the bill at the Egyptian. On the same date the Vitaphone will make its appearance in Boston for the first time, when it will be presented with the Barrymore film at the Colonial, an Erlanger house and one of the foremost legitimate theatres in New England.

Thus the Vitaphone and "Don Juan" will be playing at no less than six of the largest theatres in the country. It has already settled into long runs at the Warner's in New York, the Globe in Atlantic City, McVicker's in Chicago and the Capitol in St. Louis.

The Warner Bros. are negotiating through their bankers for a large building on West 48th Street in which to carry on their operations, the Manhattan Opera House being inadequate for all of the extensive Vitaphone activities. With possession of the new quarters the Warners could build most of the settings for Vitaphone

acts there and then transfer them to the Manhattan, the last mentioned house being ideally suited for the synchronization process.

Even with the acquisition of the additional housing facilities Warner Bros. realize that it is only temporary and that in time it will be necessary to house all of the departments of the Vitaphone in one huge studio. It is planned to eventually have this studio on Manhattan Island.

## "Michael Strogoff" Seen by Indianapolis Club

**"M**ICHAEL STROGOFF," the French Societe des Cineman's picturization of the novel by Jules Verne to be distributed in America by Universal Pictures, was given its American premiere last week at a midnight show at the Circle Theatre in Indianapolis before the State Federation of Clubs and Photoplay Indorsers of that state. The picture made an excellent impression upon the delegates and the elicited praise for the film has given Universal executives the conviction that the picture is due to be one of the sensations of the current film year.

The Indianapolis showing was arranged by William Esch, exchange manager for Universal in that territory.

## "The Desert's Toll" Next McDonald Western

An original story for the screen entitled "The Desert's Toll" has been chosen as the next Metro-Goldwyn-Mayer Western starring Frances McDonald. It was directed by Cliff Smith, who made some of Bill Hart's pictures. Gardner Bradford prepared the titles and the cameramen were George Stevens and Jack Roach. The supporting cast includes Kathleen Key, Tom Santschi and others. A large percentage of the sequences of the McDonald picture were taken at Big Horn Ranch, Nev. It will be released to exhibitors during the month of November.

## McGowan to Direct "Thunder Mountain"

J. P. McGowan begins direction in one week's time on "Thunder Mountain," the working title of the third F. B. O. production starring Ranger, the dog. The director will complete this Ewart Adamson story in time to begin work on "Tarzan and the Golden Lion," the Edgar Rice Burroughs story which will be one of the Gold Bond specials for the present season.

## Thomson Has Irish-Spanish Role in "Don Mike"

Fred Thomson, Western star of F. B. O., has a half Irish, half Spanish role in his next special, "Don Mike," which deals with the early days of California. The story is now being prepared by his editorial staff.



## "U" Secures Octavus Roy Cohen's Negro Stories

The screen rights to Octavus Roy Cohen's stories of colored folk which have been appearing for several years in the Saturday Evening Post have been acquired by Universal and that company will make as many of them as the market will absorb, using negro players.

Universal sent David Werner, assistant production manager and formerly in charge of the play department, expressly to Birmingham, Ala., where Mr. Cohen has his home. He returned last week with an agreement which will permit his company to produce as many of the stories as it sees fit.

Mr. Werner also brought back with him "The Prince and the Papa" and "Horns and Orange Blossoms," the first two of the Nobody-Loves-a-Fat-Man stories for Charles Puffy.

## "The Magician" to Have New York Premiere at Capitol

"The Magician," Rex Ingram's latest production for Metro-Goldwyn, will have its New York premiere at the Capitol Theatre Sunday, October 24th, according to Major Edward Bowes, managing director of the Capitol.

"The Magician" is Rex Ingram's second production to be made abroad. It is an adaptation of the novel of the same name by Somerset Maugham and relates the peril of a young woman caught in the clutches of a hypnotist. Ingram himself produced the adaptation and scenario. Aliee Terry, who was last seen in "Mare Nostrum," has the leading feminine role. Appearing in her support are Paul Wegener, the German actor, Firmin Gemier, Gladys Hamer, Ivan Petrovich and other players.

## Warners Exercise Option On Services of H. Raymaker

Warner Bros. have exercised their option on the services of Herman Raymaker with the result that he has been signed to a long-term contract. The renewal of the contract is due to the good work done by Raymaker during the past season, when he directed among other pictures "The Night Cry" and "A Hero of the Big Snows," both starring Rin-Tin-Tin, and "His Jazz Bride." During the present season the director will handle "The Brute," a Monte Blue starring vehicle, and "The Gay Old Bird," in which Louise Fazenda will appear. He has just concluded "Millionaires," suggested by the E. Phillips Oppenheim story, "The Inevitable Millionaires."

## Maurice Stiller Signs Long Term Paramount Contract

Maurice Stiller, the Swedish director who has just completed his first work as director in the United States in "Hotel Imperial," starring Pola Negri, signed a long-term contract with Paramount just before leaving the West Coast for New York, where he went to meet Emil Jannings. The director will confer with Erich Pommer, Jannings and Jesse L. Lasky, first vice-president of the corporation, on story material for Jannings' first American production. He will also accompany the European actor back to Hollywood.

# Four Fox Features in November

## Picture Versions of Two Stage Plays and Two Novels Scheduled for Release

FOX FILMS will release during November four feature pictures, two of which are versions of well-known stage plays and the others adaptations of widely read books. "Going Crooked," "Mother Machree," "Wings of the Storm" and "The City" are the titles of the four productions.

The first, "Going Crooked," which goes to exhibitors on the 7th, was written by William Collier, Sr., and Aaron Hoffman and presented on Broadway by John Golden. It is a drama of crookdom in which Bessie Love and Oscar Shaw have the leads, with Gustav Von Seyffertitz as the man of evil machinations and Leslie Fenton as the dupe. George Melford directed from a scenario executed by Keene Thompson.

"Mother Machree," written by Rida Johnson Young, will be released on November 14. John Ford directed a cast composed of Belle Bennett, in the name role, Neil Hamilton, Victor McLaglen, Ted Me-

Namara, Ethel Clayton, Constance Howard, Pat Somerset, Phillippe de Lacy and Joyce Wizzard.

"Wings of the Storm," filmed among the natural beauties of North America's national parks, will be released on the 21st. It is an adaptation of the magazine story, "The Runt," which tells of the romance and intrigue of a dog's life. Thunder, a police dog, is starred and the leading human roles are played by Virginia Brown Faire, Reed Howes and William Russell, John G. Blystone directed.

"The City," the last and posthumously produced melodrama of Clyde Fitch, goes to the exhibitors on November 28. It was scenarized by Gertrude Orr and directed by R. William Neil. This photodrama will mark the debut of Nancy Nash, a new Fox "find." Robert Frazier, May Allison, Richard Walling, Walter McGrail, George Irving and Melbourne MacDowell are included in the cast.

# Sectional Drive for F. N. Cup

## New Contest for Sales Force Starts Jan. 2; Lieber Month Winners Announced

A NEW contest among First National's salesmen for gross billings during the period embraced from January 2 to February 5 has been inaugurated as a result of a challenge issued by the Eastern Division to the West, Southern and Canadian districts. The winner will receive a silver loving cup; the presentation to be made at First National's Spring Sales Convention at Burbank.

Each district will be given a quota, and the winner will be decided on the best percentage on the total net billings against this quota. The Sales Cabinet states many wires have been received from exchange managers in all territories announcing acceptance of the Eastern Division's challenge. The slogan of the Easterners is, according to Salesmanager Smith, "Try and Get It."

Results of First National's Summer Contest, just made public by Secretary-Treasurer Samuel Spring, bring to light that the New Orleans exchange was successful in piling up the largest gross billings of any First National exchange in the United States and Canada.

Montreal, Canada, ran New Orleans a close second, Mr. Spring's report showed, with Atlanta making third place. The three winning branches received handsome cash prizes, the bonuses being divided among all employees of the respective branches.

Branch managers of the winning exchanges are Lucas Conner, New Orleans; A. L. Gorman, Montreal, and C. R. Beacham, Atlanta. In all, fifty-four employees will share in the prize awards.

# F. B. O. Institutes Exhib. Aid

## Over Four Hundred Newspapers Launch Special Fiction Service for Films

A NEW department has been inaugurated at Film Booking Offices to take care of the serialization of stories to be run in more than four hundred newspapers throughout the country which have signified their willingness to use the mats furnished through F. B. O. in their pages running twenty-four issues.

The purpose behind this movement is purely a matter of exhibitor aid, says F. B. O. It is expected that, through this medium, many new patrons will be gained through the reading of these stories and the automatic desire created to see the film.

"Bill Grimm's Progress," from the stories of the same name by H. C. Witwer, released by F. B. O. in the form of twelve two-reel episodes, has been serialized from the originals, which ran in Collier's Weekly in twelve installments.

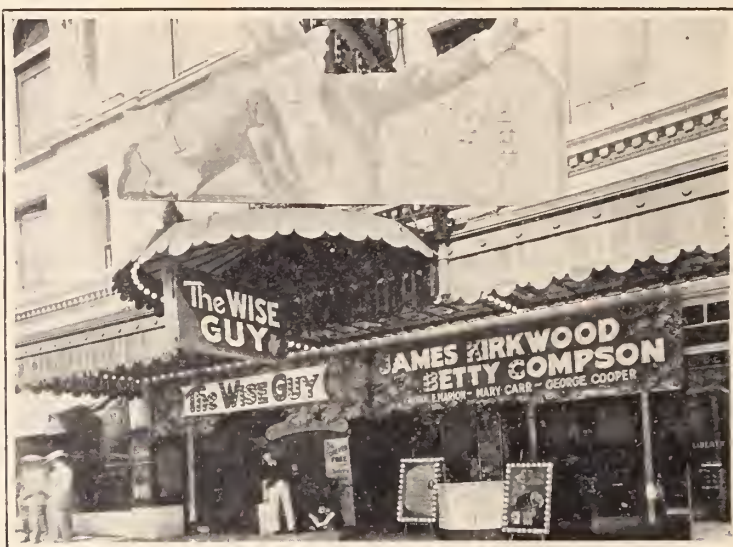
It is planned to institute a regular special fiction service on many of the larger productions produced and released through F. B. O. Among these will probably be: "A Regular Scout," starring Fred Thomson, the Western star, and dedicated to the Boy Scouts of America; "Hello, Bill" (tentative title), a Gold Bond, dedicated to the Elks of America; "Wise crackers," another Witwer series; and many others.



# Exhibitors Service Bureau



The float shown above attracted widespread attention to the showing of "La Boheme" (M-G-M) at the American Theatre, Denver



Leroy V. Johnson's frontal display for his showing at the Liberty, Seattle, of "The Wise Guy" (First National) is pictured above. Note miniature medicine show



Display board featuring tie-up between the Colt Manufacturing Co. and Fox Film to exploit "3 Bad Men" through store window displays



Stock paper furnished the cut-out featured in the window display shown above to exploit "The Waving Sex" (M-G-M) showing at the Palace Theatre, Dallas



Unique display which exploited "Our Gang" in "Shivering Spooks" (Pathe) at the Victoria, Philadelphia, is shown above



Lobby display at the Orpheum Theatre, Chicago, for the showing there of Warner Bros. "Broken Hearts of Hollywood"



Lusty-lunged youngsters distributed free copies of "The Midnight Sun" extra in Oakland, Calif., as a feature of the exploitation for the Universal picture of that title by the State Theatre in that city



# Mystic in Window Display Draws Mobs

## Age-Telling Stunt Big Attractor for "Beverly" in Dubuque

AGE guessing contests are always popular, Manager Nate Rosenthal took one out of "The Merry Widow" press book and used it to exploit "Beverly of Graustark."

Two pieces of compo-board were obtained. One was painted to read: "Let 'Beverly of Graustark' guess your age. On the other panel are six columns of figures. Designate to her on your fingers the columns in which your age appears. She will tell you your age."

The other panel read: "The Magic Table of Graustark." Then came six columns of figures as described in a press sheet on "The Merry Widow."

A large window was obtained in a prominent drug store. A girl with a mask on sat at a table. As passersby stopped she pointed out what was to be done, and when the columns were designated on the figures, she picked up numbers from table disclosing age. She did not turn to look at the figures on the board, which added to the mystery. By placing on the table small cards carrying these figures she was able to add the figures of each column without turning.

## Uses Ship-Building Contest to Feature "Mare Nostrum"

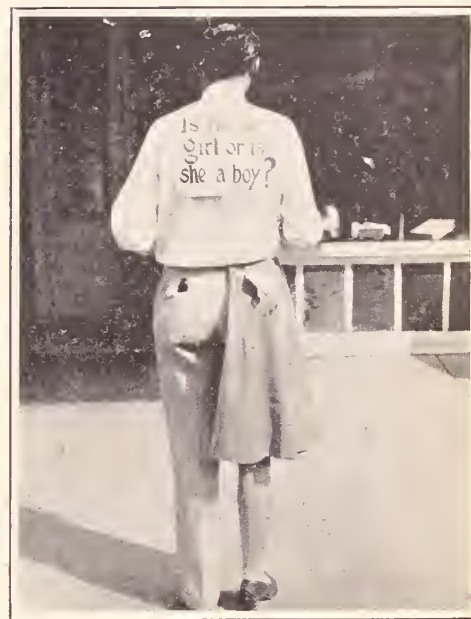
A ship-building contest and window displays were the high lights of a campaign waged by Manager Tom Jones of Loew's Grand Theatre, Atlanta, Ga., for his showing of "Mare Nostrum." An arrangement was made for a neat tie-up on a "Mare Nostrum" ship contest with Eisman's Greater Boys' Department Store.

## P.D.C. and Fleischmann Co. in "Nervous Wreck" Tie-up

A co-operative campaign has been arranged between the Fleischmann Company and the Producers Distributing Corporation with "The Nervous Wreck," as the subject.



Clothing store window display featuring the showing of the Universal serial, "The Radio Detective," at the Omar Theatre, Fort Myers, Fla.



Fifty-Fifty—also nifty—ballyhoo for the showing of "The Waning Sex" (M-G-M) at the Sterling Theatre, Greeley, Colo.

# Stickers Tie-Up Magazine Review of Picture with Modjeska Showing

MANAGER F. J. MILLER took advantage of the story on "You Never Know Women," appearing in the "Liberty Magazine" issue of September 4th, when the film, "You Never Know Women," showed at the Modjeska Theatre, Augusta, Ga.

Through the co-operation of the local agent for the "Liberty Magazine," two teaser stickers were used in conjunction with the magazine.

## Refers Reader to Review

The teaser sticker appearing on the front page read, "Turn to Page 55." On page 55 was the movie review of "You Never Know Women," and another sticker appearing over one of the cuts reading, "This picture

has been selected as the opening attraction at the Greater Modjeska, September 6th and 7th."

## Cut-outs Feature Display

The lobby display consisted of four large cut-outs in the shape of an apple displayed on each side of the marquee and attractively painted. Each cut-out contained one word of the title "You Never Know Women." Under the marquee suspended across the entire lobby over the three sheets was placed an attractive cut-out beaxer-board in the shape of an apple with a cut-out of the head of Florence Vidor protruding out of the top of the apple and her arms and hands extending out from the side. In each hand was a cut-out of the two men characters in the picture.

# "LaBoheme" Well Advertised in Omaha by Ralph Goldberg, Sun Theatre

MANAGER Ralph Goldberg of the Sun Theatre, Omaha, Neb., recently put on a fine campaign for "La Boheme." He was assisted in his work by a M-G-M exploiter. A teaser letter campaign, screen trailers in other theatres besides the Sun, a novelty display and lobby decoration were among the features used.

## Underworld Jargon

Letters were written in pencil or in ink on various kinds of note paper, with cryptic messages with a decided underworld air, were sent in bundles to M-G-M exchanges in other states and re-mailed back to Omaha. The letters were addressed to various individuals. These were all signed Mimi, the name of the character portrayed by Lillian Gish in the picture. A series of clever teaser ads in the Omaha dailies tied

up these letters to the showing of "La Boheme." It created a lot of comment.

## Wilton Forms "Strand Speak Kindly Club"

Manager H. E. Wilton of the Strand Theatre, Hamilton, Ont., has organized the "Strand Speak Kindly Club" for children of the city under 12 years of age, the badge being a small lapel button bearing the title of the club. To join the club, a boy or girl must attend a Saturday matinee performance at the Strand and must sign the register pledging that he or she will speak nicely to all others. Those who are club members are entitled to free admission at the theatre every Thursday if accompanied by a parent.

The club has made a hit with parents.



Tom Mix, Jr., and midget Tony did sentry duty in front of the Star Theatre, Taunton, Mass., during the showing of "No Man's Gold," Fox production



# Warnings Keynote of "Lone Wolf" Drive



Two of the six couples who "ballyhooed" the Strand's showing of "The Prince of Tempters" (First National), in New York. In subway stations and other crowded places, these flappers shouted into the ear trumpets of their elderly escorts that they wanted to see "The Prince of Tempters" at the Strand

## Extensive Advance Campaign Heralds "Prince of Tempters" in New York

**A**N exploitation campaign launched four weeks in advance of the premier at the Mark Strand on Broadway, attracted widespread attention to "The Prince of Tempters." The campaign was designed and executed by the Harry L. Reichenback offices, retained by Robert T. Kane, producer of the picture, to handle special advertising, publicity and exploitation for the Strand engagement of "The Prince of Tempters."

Four weeks before the picture opened, considerable attention was attracted to "The Prince of Tempters" by reason of an invitation which was sent out to some 5,000 prominent persons in New York to join a Special Reception Committee to welcome Queen Marie of Roumania and an incognito Prince who was destined to arrive on these shores the day following the picture opened at the Strand. Fully four thousand of this number responded to the invitation. A follow-up announcement was subsequently dispatched to these four thousand people in which it was stated that it was impossible to entertain the Queen because of governmental supervision, but that the Prince would arrive on October 17th on the screen of the Strand Theatre. This stunt broke in the New York daily papers.

Blind twenty-four sheets, featuring trick lettering, were posted. These were followed up by a block type announcement of the showing. A pictorial twenty-four sheet later was substituted. The lobby of the Strand displayed portraits of the stars, decorated with silks and brocades, and painted on compo board.

A publicity campaign, augmented by an advertising drive, intrigued the interest of the theatre-going public.

A snipe quarter-sheet card was stuck on every ladder in town, reading, "It is unlucky to walk under a ladder or miss 'The

Prince of Tempters' at the Strand Theatre the week of October 17th."

An unusual stunt was employed which drew considerable interest to the picture during its showing at the Strand. Six couples, each composed of an elderly man and a young girl—the man carrying an ear-trumpet and carrying on a conversation about what show to see, and the young girl in a loud voice insisting on going to the Strand to see "The Prince of Tempters" worked the subways and other crowded places.

## Morrison Scores With Campaign Exploiting Film and Presentation

**M**ANAGER Ernest Morrison of the Howard Theatre, Atlanta, Ga., put on a tremendous campaign to advertise the Publix presentation, "Circus Week" and the photoplay, "The Lone Wolf Returns."

A tie-up was effected with six of the leading local banks, 2500 cards reading, "The Lone Wolf Returns" to Atlanta Monday—No need to fear him if you rent one of our safety deposit boxes," were placed on all counters. In addition, small cards carrying copy about picture, theatre and play dates were prominently displayed in each bank.

Several window tie-ups were secured with jewelry stores. These windows displayed stills from the picture together with cards reading, "No need to fear the return of The Lone Wolf to Atlanta—We will hold your jewelry purchases until he is apprehended."

10,000 automobile and door knob warning hangers were distributed in advance reading, "Warning—Hide Your Valuables. The Lone Wolf is returning to Atlanta next Monday—Watch For Him."

## Presents Novel Ballyhoo at Football Game

Manager F. J. Miller obtained permission from the Augusta Military School to use a stunt at one of the school's football games to advertise his showing of "The Campus Flirt" at the Imperial Theatre, Augusta.

A female impersonator appeared on the field, smiling and flirting with the players and cadets. The impersonator carried a parasol which when opened revealed the information that the "The Campus Flirt" was playing at the Imperial.



Novel banners feature the title of "The Flaming Frontier" (Universal), in parade of Boy Scouts and Veterans of the Spanish-American War during convention of the latter in Des Moines. Special performance for the veterans at the Strand Theatre in that city was the means of getting this



# "Fig Leaves" Campaign Blankets Lowell



Manager L. Beattus of Loew's Palace, Washington, D.C., congratulates the winner of the News-boys Boxing Tournament conducted in that city by the theatre and the Times-Herald as exploitation for "Battling Butler" (M-G-M)

## Posters and Lobby Display Sell "Into Her Kingdom"

A good line of billing and lobby cut-outs helped materially in putting over "Into Her Kingdom," recently screened at Loew's Vendome Theatre, Nashville, Tenn. In addition to the billing and cut-outs, ample newspaper space was used in both the Sunday edition of the Nashville Banner and the Nashville Tennessean, along with the daily papers.

In the way of lobby decorations a large sized strip of heavy beaver board painted a brownish color and bearing large, white letters, gave the name of the picture. This was tacked just above the box-office. To the left of the box-office was a small sized beaver board cut-out upon which was arranged some of the photographs on the picture. The beaver board was done in light gray. The lettering was a glossy black.

## M-G-M Exploiteer Filming Reel for St. Louis Cops

Metro-Goldwyn-Mayer's St. Louis branch office has been helping in the person of W. G. Bishop, exploiteer for that territory, the Police Department of St. Louis to film a one-reel picture, showing the hazardous life of the patrolmen in an effort to secure votes for the Police Pension Fund law. Bishop, who wrote the scenario for the film, as well as directing and editing the photoplay, announces that his part of the work is over and that the picture is ready for distribution.

## Car Men Talk Up "Fighting Marine" for Passes

Manager Sam Hammond put over a good stunt with the street car motormen to help advertise "The Fighting Marine" when that film played at the Egyptian Theatre, Greenville, S.C. As the people left the cars the motormen would tell them that Gene

Tunney in "The Fighting Marine" was at the Egyptian.

## Novelty Cards on "Battling Butler" Used by Moore

Manager Marshline K. Moore got a wide range of distribution by employing 5,000 novelty cards to advertise "Battling Butler" when that film showed at the Palace Theatre, Fort Worth, Tex.

The cards had a peanut sticking through at the left hand top corner with copy reading, "I May Be A Nut! But I know a good comedy when I see it. I am raving about Buster Keaton in 'Battling Butler' now showing at the Greater Palace."

## Cunningham Exploits with Everything from Ballyhoo to Tie-ups

MANAGER HAROLD CUNNINGHAM of the Strand Theatre in Lowell, Mass., recently staged a campaign that flooded the town with publicity for his showing of "Fig Leaves."

The first appeal for direct attention was made with a ballyhoo, comprising a motor truck laden with branches of apple trees bannered with the line, "These are not Fig Leaves—but Fig Leaves is playing at the Strand." His tie-up with the local Western Union Telegraph office netted excellent general publicity, as it provided means for the sending of messages from those who had seen the picture to their friends, recommending the show. A booth was installed in the lobby and blank forms offered patrons upon leaving the house. Screen announcements said that if patrons enjoyed "Fig Leaves" and wanted their friends to see it, to fill out and address the supplied form and the message would be sent.

Another attractive stunt was a window display arrangement with a department grocery store. A special sale was held for the Heinz fig pudding. All during the engagement the window of the store contained hundreds of cans of this fig pudding. The Bon Marche, an exclusive dressery devoted part of their window for a style display. While directly across the street the Downey Fashion Shop declared that they had the exact gowns as were worn in the production.

## Witmark Song Ties-up With "Gigolo" Film

M. Witmark & Sons, music publishers, have announced a new song titled "Gigolo" which will be exploited in conjunction with showings of the P.D.C. production of that name in all towns and cities.



Boys enter pet canines in prize dog competition conducted by H. V. Smoots of Mount Vernon, Ohio, as exploitation for his showing of Warner Bros.' "The Clash of the Wolves." 75 boys with their dogs participated in the parade



## THE GIRL from HIS PAST

It was his wedding night. Suddenly out of the darkness into the bright lights of the marriage party, stumbled this bruised flower from the streets—the girl he had promised never to see again, the girl to whom he was about to give to another woman. "IF I MARRY YOU, YOUR KID WILL BE THE KID OF A JAILBIRD!" Poor girl! She had given freely without counting the cost. Now she was facing woman's supreme test, only to find the man she had loved too well was about to cheat her, as he had so often cheated society. She had counted on him—his protection—his name. Instead she found herself deserted—alone.

**VIOLENTLY SHE TURNED ON HIM**

It was a terrible moment in his life—even more terrible than he knew. For because of the coming of this strange, pale girl, one of the party was to become forever an outcast, one a convict and one was to be murdered.

(Continued Tomorrow)

## SILENCE

COMING SOON!

WAR DEPARTMENT THEATRE

## MURDERED?

A moment before this limp, fallen body had been a man, a furious man flinging odious threats at them.

Then, deadly as lightning, came a flash—the sharp report of a revolver—and the beast fell head-long to the floor.

Was this swift punishment justified? Had they a right to stamp out this viper in their midst?

Or was it cold blooded murder?

And which of the three had fired the shot that was to bring scandal, heart-break and the shadow of the electric chair into their lives?

(Continued Tomorrow)

## SILENCE

THE SUPREME DRAMA OF ALL TIME.

Coming—

WAR DEPARTMENT THEATRE

—Soon

## WHOSE FINGER PULLED THE TRIGGER?

At their feet lay the crumpled thing that had been a man—a slimy reptile in human guise.

With his evil stories he had threatened their lives. One word, fouler than the rest—and with the instant crack of a revolver, his life had been blotted out.

Who dared to take the law into his own hands—to risk paying with his own life for the life of this wretch?

Was it Jim—the seedy confidence man—who could not bear to bear the name of the only woman he loved sullied?

Was it Phil, the prosperous man of affairs, whose reputation and home were in deep danger?

Could it be Norma—lovely Norma—who had heard from those vile lips the story that had been kept from her for twenty years?

WHO?

(Continued Tomorrow)

This Is the Mystery That is Solved in

## SILENCE

Coming Soon

WAR DEPARTMENT THEATRE

## "I'LL GIVE YOU THREE HOURS TO GET OUT OF TOWN!"

Phil Powers had run away from the past, the sor-did past in the slums of the big city.

He thought he was safe. He had become rich, im-portant. His daughter—or was she his daughter—was

to marry the Governor's son.

Then out of the darkness of long ago came Jim Warren to re-mind him of all he wished to forget.

Jim—who lived by his wits—what did he know that made Phil Powers rise in blind fury and or-der him out of town? But Jim made no move. "I was not infor-ma-tion."

And the ghost of a woman long dead, and the thought of that woman's child held them deadlocked—stubborn—desperate.

What did Jim want to know? Why did Phil Powers fear him? What was the fearful secret that they shared?

SEE—

## SILENCE

TOMORROW NIGHT

at the

WAR DEPARTMENT THEATRE

A sample of the showmanship employed in exploiting pictures at the U. S. Army theatres. Teaser campaign using dodgers as a means of stimulating interest in the showing of "Silence" (Producers' Distributing Corporation) at Ft. Riley. Five of these dodgers were issued on successive days. Each related a chapter of the story, written to feature the mystery angle of the play. These teasers were designed by R. B. Murray, director of the U. S. Army Motion Picture Service.

## Variety of Exploitation Ideas Used in Campaigns for "Sparrows"

A REVIEW of several campaigns staged to exploit "Sparrows" at first run houses in scattered sections of the country brings to light several interesting and novel applications of proved exploitation ideas and devices. What remains up to the present one of the most impressive campaigns used in connection with "Sparrows" is the newspaper contest which featured the drive for the picture at the Mark Strand in New York City.

This contest was based on the "to bob or not to bob" idea and offered cash prizes for the best essays giving their reasons for bobbing or not bobbing their hair. This was adapted from the "unshingled beauty" contest put on for the picture in Sydney, Australia. The Strand's tie-up was with the New York Telegram, which carried the contest for a week and gave liberal space to the feature.

The Stillman Theatre, Cleveland, got a large amount of free newspaper space boosting "Sparrows" by arranging for the premiere to be a free showing for all of the orphans in the various Cleveland institutions.

### Orphans Guests at Premiere

Feature stories related how New York premieres were beginning to cost \$50 and \$100 per seat; but that the premier of "Sparrows" could not be bought at any price due to the fact that the house was given to the orphans.

The Imperial Theatre, San Francisco, used special art cartoons, picturing Miss Pickford, in her most attractive poses, and billed "Sparrows" as "The dramatic triumph of Mary Pickford's Career." The Adams Theatre, Detroit, used specially written copy, particularly stressing Mary Pickford's greatness as an entertainer, and confined all art matter to smiling portraits of Mary Pickford. Even when Miss Pickford was shown with her flock of kiddies,

the type of still selected was one of a happy situation.

The Capitol Theatre, Winnipeg, Canada, took three full columns in the Winnipeg Evening Tribune, and featured a personal message from the manager of the theatre to the Winnipeg public. The only art matter was a cut of Mary Pickford which occupied almost one third of the space.

### Local Reel Features Circle Anniversary Program

A local reel presenting views in front of the theatre and showing patrons looking

Unusual ad used by the Circle Theatre, Indianapolis, to exploit a program headed by "Don Juan's Three Nights" (First National). The miniature tabloid, occupying a space four columns wide by about 9 inches deep, played up the sensational angles of the picture and devoted a separate story to each unit of the program

over the lobby, buying tickets and entering the house, was one of the features of the tenth anniversary celebration staged at the Circle Theatre, Indianapolis, Ind. Manager Ace Berry used the reel as a trailer announcing "Men of Steel." A novel feature of the scenes in the reel was that only the feet and legs of patrons entering the lobby and the hands paying for tickets at the box office were shown in close up—a device which excited widespread curiosity.

### Funny Face Contest Scores in Portsmouth, O.

The Colleen Moore Funny Face Contest caught on at Portsmouth, Ohio. The Columbia Theatre, where Miss Moore in "Ella Cinders" was set for a four-day run, tied up with the Portsmouth "Daily Times." The newspaper gave the contest a two-column "break" daily concurrent with the engagement of the picture.

The management of the Columbia offered 23 prizes, the first amounting to \$10, the second \$3, the third \$2 and the next 20 getting passes. Hundreds of replies were received daily.

The newspaper ran a cut of Miss Moore minus her nose, eyes and mouth. Contestants were informed that the object of the contest was to fill in the star's missing features, giving them the funniest possible alignment.

### Picture Strip Stories Now Widely Used by Papers

Pressbook suggestions in the form of picture strips and cartoon mats are being widely adopted in the larger cities as a form of exploitation.

Among many instances where large and effective newspaper space has been obtained through such ideas, United Artists Corporation points out Kansas City and San Francisco. Incident to the Imperial Theatre's three weeks' run of "Sparrows," the San Francisco Bulletin used a complete picture strip story of the Pickford picture, while the Kansas City Post got behind "Stella Dallas" with a three column by seven inch cartoon of the various characters in this presentation.





# Studio Briefs



Dolores Costello this week started work in "The Third Degree," a Warner Bros. production which is the first American directorial effort of Michael Curtiz, European director.

Lewis Stone, Billie Dove and Lloyd Hughes have been chosen for roles in "Here Y' Are Brother," June Mathis' next production for First National, which Balboni will direct. Tests are being made for players in other prominent roles yet to be filled.

Helen Dunbar and Ida Darling have been selected to portray the two mothers in Bebe Daniels' newest Paramount comedy, "Stranded in Paris." James Hall and Iris Stuart are other members of the cast.

Dorothy Sebastian, Southern beauty and featured Metro-Goldwyn-Mayer player, has been given the part of a Salvation Army girl in "The Day of Souls," John Gilbert's new starring vehicle which is soon to go into production under Tod Browning with Renee Adoree in the leading feminine role.

Final scenes of Paramount's latest comedy of the World War, "We're in the Navy Now," were filmed yesterday at the West Coast Studio under the direction of Edward Sutherland.

The picture deals with the laughable side of the lives of two "gobs," played by Wallace Beery and Raymond Hatton.

Jack Nelson, who recently joined the directorial staff of Chadwick Pictures Corporation, will start work shortly on "Sunshine of Paradise Alley," one of the stage plays of Denman Thompson, adapted by Josephine Quirk for the screen.

George Grandee and Andre Lanoy have been cast for important roles in "Stranded in Paris," Bebe Daniels' new starring vehicle for Paramount.

Arthur Rosson is directing the picture. Included in the featured supporting cast are James Hall, Ford Sterling, Mabel Juvenile Scott and Iris Stuart.

A recent recruit from vaudeville to motion pictures is Jack Egan, who plays a part in Frank Tuttle's newest Paramount production, "Love 'Em and Leave 'Em," featuring Evelyn Brent, Lawrence Gray and Louise Brooks.

No sooner had Clive Brook appeared before the cameras for his last close-up opposite Florence Vidor in "The Popular Sin," directed by Malcolm St. Clair, than he was obliged to pack his make-up box and en-train for the West Coast studios. There he will act as Pola Negri's leading man in "Barbed Wire," her latest Paramount starring picture now in the course of production at the Lasky Studio.

John Trevor, having completed his role in Herbert Brenon's new Paramount picture, "God Gave Me Twenty Cents," has joined the cast of "New York," which Luther Reed is directing. Ricardo Cortez, Lois Wilson and Estelle Taylor are principals in the cast.

Tom Kennedy has been cast in an important part in "The Man of the Forest,"

Zane Grey's story of the West, which John Waters is directing for Paramount, with Jack Holt in the title role.

Active production was started last week at the Metro-Goldwyn-Mayer studio on the new John Gilbert vehicle "The Day of Souls," in which the star and Renee Adoree appear together for the first time since "The Big Parade." The play is laid in modern times and will be given a spectacular production. An exact likeness of a Budapest street has been constructed at the studio. Stuart Holmes, Agostino Borato and Dorothy Sebastian are in the supporting cast.

J. Leo Meehan, son-in-law of the late Gene Stratton-Porter and director of all her stories which have reached the screen, has already begun shooting on "The Magic Garden," the last novel from the pen of the distinguished woman writer. The right locale for the "Garden" has been finally located and it is hoped that there will be no further hitch in production.

Famous Players-Lasky this week signed Louis Van den Ecker as French technical advisor for "Barbed Wire." Pola Negri's new starring vehicle. Rowland V. Lee will direct the film which will be Erich Pommer's second Paramount production in the United States.

Norma Shearer's next starring picture for Metro-Goldwyn-Mayer, at present called "After All," will be directed by Robert Z. Leonard, who has just completed directing "A Little Journey," the Rachel Crothers story in which Claire Windsor and William Haines are featured. The story of "After All" has just been completed by F. Hugh Herbert and Florence Ryerson of the Metro-Goldwyn-Mayer scenario staff.

Jack Nelson, who recently joined the Chadwick directorial staff, starts work shortly on "Sunshine of Paradise Alley," his first picture for that company. The cast which is now being selected will be announced shortly.

Ralph Spence, fiction writer, former newspaper man, playwright and title writer, has been placed under a long term contract with Metro-Goldwyn-Mayer. His first work under his new contract will be the subtitling of "Altars of Desire," starring Mae Murray with Conway Tearle the foremost masculine lead.

"Her Father Said No," F. B. O.'s forthcoming screen version of H. C. Witwer's "Charlotte's Ruse," started auspiciously a few days ago in the West Coast studio with Jack McKeown directing. Some of the members of the cast are Mary Brian, Al Cooke, Kit Guard, Danny O'Shea and Frankie Darro.

Now that "Fingerprints," the first of the Arthur Somers Roche stories is in production, Warner Bros. are completing preparations to start "Wolf's Clothing," the second of the Roche stories. Darryl Francis Zanuck, scenarist, is finishing the script and the sets are now under con-

struction. The story will co-star Monte Blue and Patsy Ruth Miller. No director or supporting cast has yet been decided upon.

Jacqueline Gadsden, who has a prominent part in "The Mysterious Island," has affixed her signature to a long term contract with Metro-Goldwyn-Mayer. She has appeared in many M.-G.-M. pictures, among them "His Hour," "Wife of the Centaur," "Man and Maid," "The Merry Widow," etc.

John Miljan is the latest player to be added to the cast of "The Great Galeoto," the Spanish romance in which John M. Stahl is directing Ramon Novarro and Alice Terry.

Constance Howard, eighteen-year-old sister of Frances (Mrs. Samuel Goldwyn), has been signed by Fox Films to play one of the leading romantic roles in "Mother Machree," the Rida Johnson Young story which John Ford is transferring to the screen. Miss Howard has just finished a prominent role opposite Richard Barthelmess in "The White Black Sheep."

As active work began on "The Day of Souls," the Metro-Goldwyn-Mayer film starring John Gilbert, three additions were made to the cast in Lionel Barrymore, Edward Connelly and Jules Cowles. Tod Browning is directing from a scenario adaptation by Waldemar Young of Charles Tenny Jackson's novel of the underworld of Budapest.

Jacqueline Cadson has been given an important part in "It," Clara Bow's first starring picture for Paramount. Clarence Badger is directing. The supporting cast includes Antonio Moreno, William Austin, Priscilla Bonner, Eleanor Lawson and Rose Topley. "It" is Elinor Glyn's screen adaptation of her own story for Miss Bow.

Polly Moran, screen comedienne, who will be remembered for her "Sheriff Nell" comedies of the old Keystone days, essays comedy again in "The Day of Souls." Tod Browning's forthcoming Hungarian story featuring John Gilbert.

Rin-Tin-Tin's latest starring vehicle, "While London Sleeps," was completed last week at the Warner Bros. West Coast studio. The film is now in the cutting process and is scheduled for release among the Warner productions for next month. For a realistic reproduction of a street in the Limehouse district of London four street sets, several stories high were constructed complete with pavements, shops and all their furnishings.

Edward Sloman is now engaged in making tests of candidates for supporting roles in his production, "The Bargain Bride," the Mary Philbin starring vehicle adapted from the French play, "Lea Lyon." George Seigmann, who appeared with Miss Philbin in "The Merry Go Round" and "Love Me and the World Is Mine," has an important part in the new production.



# CLASSIFIED AD SECTION

RATES: 10 cents a word for each insertion, in advance except Employment Wanted, on which rate is 5 cents

## Wanted

**ORGANIST—AT** liberty. Best reasons. Managers satisfied with the "made over pianist," the "jazz pianist-organist," or the "meal ticket" variety, need not apply. Choicest references if desired. If skeptical of "references," willingly play short trial engagement. Fully up-to-date, "born-to-the-manor" and trained in this country and Europe, with 13 years' picture experience. No objection to the smaller city with high-class demands. Any organ, all types of music. Address Box 20, care MOTION PICTURE NEWS, New York City.

**ORGANIST** — First-class man desires engagement. Conservatory graduate. Accomplished musician. Expert picture player and feature soloist. Union. Magnificent library. Organ and salary must be good. Wire or write Organist, 117 South 11th Street, Cambridge, Ohio.

## Equipment For Sale

**GRAPHOSCOPES** — Like new, motor-driven with 1,000 watt mazda lamps, \$90 each. Mail only. Brinkman, 607 West 137th Street, New York.

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**SPOT-LIGHTS** — Mazda 1,000-watt hoods with condenser lenses, \$12 each. Mail only. Brinkman, 607 West 137th Street, New York.

**FOR SALE:** Bell & Howell Eyemo Camera, 3.5 lens color filter, case, six 100-foot reels, daylight negative, cost over \$400.00. Price \$275.00. Came, Box 15, Motion Picture News, New York City.

**FOR SALE:** 300 opera chairs, two Powers machines, screen, wall fans, ticket machines, ticket chopper, etc. Will sell cheap. Address Box 830, Motion Picture News, New York City.

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**FOR SALE** — Approximately two hundred opera chairs. Good condition. Glen W. Dickinson Enterprises, Lawrence, Kans.


**WE DEAL EXCLUSIVELY** in used opera chairs, rebuilt machines, motor generators and theatre equipment. Get our prices first. Big savings guaranteed. Illinois Theatre Equipment Company, 12-14 E. Ninth Street, Chicago.

## Equipment Wanted

**WANTED**—New and second-hand subjects for Indian territories. Write Box 25, MOTION PICTURE NEWS, New York City.


**WE offer highest cash prices** for second-hand machines, opera chairs, compensators, motor generators, portable projectors, etc. Write us first. Monarch Theatre Supply Co., Memphis, Tenn.

**WANTED**—Used posters, photos, slides, banners and accessories of all kinds. Must be in good condition. Will allow liberal credit. Theatre Poster Supply Company and Sign Exchange, 327 E. Sixth Street, Cincinnati, Ohio.



**HOWARD**  
ATLANTA'S REFRIGERATING STATION

A PROGRAM YOU'LL LOVE—TO REMEMBER



She had the Night in her eyes—The Sun upon her lips, and he called her his "Midnight Sun." The gorgeous, glorious, glittering drama of a Grand Duke and a Dancing Toy.

WITH **LAURA LA PLANTE**

**The Midnight Sun**

and  
A SENSATIONAL STAGE PRODUCTION  
PAUL OSCARD'S  
FIRST PUBLIX REVUE  
"SOUTHERN MEMORIES"  
A RIOTOUS DANCING SHOW

Peppy harmony from the loves where the song is original. A host of merry-makers from the South. There is real live, joyous entertainment in this one.

DIXIE HARMONY • DIXIE GIRLS! DIXIE STEPPERS!

OVERTURE "MIDNIGHT" JOSEPH LITTAZ ORGAN SOLO

MORNING BARGAIN BATHES "NOTHING MATTER" INTERNATIONAL

**TOWER**

"What the Grand Duke wants—he TAKES!"

THRILLING! SENSATIONAL! with Laura La Plante and Pat O'Malley

**MIDNIGHT SUN**

She had the Night in her eyes—the Sun upon her lips, and he called her his—

**Midnight Sun**

with Laura La Plante and Pat O'Malley

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ENTIRE WEEK

Bizarre! Romantic! Spectacular! Thrilling!

**The MIDNIGHT SUN**

with Laura La Plante and Pat O'Malley

A glamorous tale of a Grand Duke and a beautiful dancing girl.

**TOM AND DOLLY WARD**

"Romance and Sings"

**CAMEO**

FIFTH AVE. DOWNTOWN

**Midnight Sun**

THE GORGEOUS GLITTERING DRAMA OF A GRAND DUKE AND A DANCING TOY!

WITH **LAURA LA PLANTE** and **PAT O'MALLEY**

RAYMOND KEANE, GEORGE SIEGMANN and a Brilliant Ensemble of Over 500 Players

EXTRA ADDED ATTRACTION: **DEMSEY-TUNEY** FIGHT PICTURES

AS REPRODUCED BELOW FOR SHOW IN KING OF GAZETTE SQUARE BY SANDY SHELLEY AND AL GAYLES

MIDNIGHT SHOW TONIGHT

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THE BETTER THEATRE

Mass. Ave. Doors Open 12-30. Continuous from 1 P. M.

**STARTING TOMORROW**

STILL ANOTHER WONDER SHOW!

THIS TIME WE PRESENT **LAURA LA PLANTE**

**O'MALLEY**

The Screen's Blonde Beauty, and Pat

**O'MALLEY**

The Mafiosi Idol in a Master Creation

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AND ON THE STAGE

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**PALACE**

B. F. KEITH THEATRE

World's Most Magnificent Playhouse

Where Everybody Goes

VAUDEVILLE AND PHOTO-PLAYS

CONTINUOUS PERFORMANCE, from 12 to 11 P. M.

First Time at **BIG PRE-RELEASE**

Popular Prices

A Picture You Will Love to Remember

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SHE HAD THE NIGHT IN HER EYES—THE SUN UPON HER LIPS, AND HE CALLED HER HIS "MIDNIGHT SUN"

**LAURA LA PLANTE**

Pat O'Malley, Raymond Keane, George Siegmann

**SEE THE BALLET OF JEWELS**

**HELEN WARE**

The Lady of the Love

ARTHUR WILLIAM MARGARET MCLAUGHLIN SEABURY IRVING & EVANS

CRONUS A HART, PERET & MARCELOTTA

PRATTING NEWS, HALL, REAR, COMEDY

Mats. 35c Eves. 50 & 75c

**MIDNIGHT SUN**

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Presented by Carl Laemmle with—

**Laura La Plante**

PAT O'MALLEY RAYMOND KEANE GEORGE SIEGMANN

AND A BRILLIANT ASSEMBLY OF OVER 500 PLAYERS

ADDED FEATURING: **HARRY LINDEN** DIRECTOR, **COLUMBIA AIR ARTIST** ORCHESTRA

**MARJORIE MAY WALKER** STYLING

**ERNEST CROSBY** PAUSE

**COLUMBIA**

STORY BY EDWARD GORDON

INTERNATIONAL NEWS

Newspaper display advertising for "The Midnight Sun" (Universal) by first-run theatres for the most part concentrated on selling the title, as shown by the representative ads reproduced in the layout above. Simple adaptations of press book suggestions are a feature of the newspaper campaigns being conducted on this picture. Displays shown here were used by the following houses: Loew's State, Boston; Cameo, Pittsburgh; Imperial, Charlotte; Howard, Atlanta; Regent, Rochester; Columbia, Portland, Ore.; Tower, St. Paul; Palace, Cleveland



# THE CHECK-UP

## Weekly Edition of Exhibitors' Box Office Reports

Productions listed are new pictures on which reports were not available previously.

**KEY**—The first column following the name of the feature represents the number of managers that have reported the picture as "Poor." The second column gives the number who considered it "Fair"; the third the number who considered it "Good"; and the fourth column, those who considered it "Big."  
The fifth column is a percentage giving the average rating on that feature, obtained by the following method: A report of "Poor" is rated at 20%; one of "Fair," 40%; "Good," 70%; and "Big," 100%. The percentage rating of all of these reports on one picture are then added together and divided by the number of reports, giving the average percentage—a figure which represents the consensus of opinion on that picture. In this way exceptional cases, reports which might be taken alone, and such individual differences of opinion are averaged up.

For ratings on current and older releases see **MOTION PICTURE NEWS**—first issue of each month.

Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length	Title of Picture	Reporting Poor	Reporting Fair	Reporting Good	Reporting Big	% Value	Length
<b>ASSOCIATED EXHIB.</b>							Flying Horseman, The .....	—	—	5	—	70	4,971 Ft.
Belle of Broadway, The.....	—	2	3	—	58	5,877 Ft.	No Man's Gold .....	—	—	9	1	73	5,745 Ft.
<b>FAMOUS PLAYERS</b>							Three Bad Men .....	—	—	5	—	70	8,710 Ft.
Campus Flirt, The .....	—	—	4	1	76	6,702 Ft.	Womanpower .....	—	—	4	1	76	6,240 Ft.
Cat's Pajamas .....	—	—	5	2	79	5,863 Ft.	<b>METRO-GOLDWYN-MAYER</b>						
Diplomacy .....	1	2	2	—	48	6,950 Ft.	Boy Friend, The .....	2	1	5	—	64	5,584 Ft.
Hold That Lion .....	—	—	5	—	70	5,811 Ft.	La Boheme .....	—	—	5	1	75	8,781 Ft.
Lady of the Harem .....	—	1	5	—	65	5,717 Ft.	Waltz Dream, The .....	1	—	9	1	68	7,322 Ft.
Nell Gwyn .....	1	—	7	—	64	6,741 Ft.	Waning Sex, The .....	—	—	5	—	70	6,025 Ft.
Tin Gods .....	—	1	3	3	79	8,568 Ft.	<b>PATHE</b>						
Variety .....	—	3	6	7	78	7,804 Ft.	Devil Horse, The .....	1	—	4	—	60	5,853 Ft.
You Never Know Women ....	—	2	6	—	63	6,064 Ft.	<b>UNITED ARTISTS</b>						
<b>FILM BOOKING OFFICE</b>							Black Pirate, The .....	—	—	6	4	82	8,200 Ft.
Bigger Than Barnum's .....	—	3	5	—	59	5,391 Ft.	Son of the Sheik, The .....	—	—	9	10	86	6,685 Ft.
Laddie .....	—	2	5	—	61	6,931 Ft.	Sparrows .....	—	2	3	—	58	7,763 Ft.
One Minute to Play .....	—	—	5	3	85	7,713 Ft.	<b>UNIVERSAL</b>						
<b>FIRST NATIONAL</b>							Flaming Frontier, The .....	1	1	7	3	71	8,829 Ft.
Amateur Gentleman, The .....	—	2	4	1	66	7,791 Ft.	Poker Faces .....	1	—	4	1	67	7,808 Ft.
Duchess of Buffalo, The .....	—	1	5	—	65	6,940 Ft.	Wild Horse Stampede, The ..	—	—	4	1	76	4,776 Ft.
Into Her Kingdom .....	1	—	7	—	64	5,855 Ft.	<b>WARNER BROS.</b>						
It Must Be Love .....	—	1	3	1	70	6,848 Ft.	Across the Pacific .....	—	—	4	1	76	6,954 Ft.
Mismates .....	—	2	3	—	58	6,905 Ft.	Broken Hearts of Hollywood.	—	—	5	—	70	7,770 Ft.
<b>FOX</b>													
Family Upstairs, The .....	—	2	3	—	58	5,971 Ft.							

### FILL IN THIS BLANK AND MAIL TO—

Motion Picture News, Inc.,  
729 7th Ave., New York City

Date,.....

In accordance with your request we are reporting herewith the results from a box office angle, with the following pictures, same to be used in compilation of your "The Check Up." It is expressly understood that under no circumstances will you publish same over my signature.

TITLE OF PICTURE	DISTRIBUTED BY	WEATHER CONDITION	REPORT Big, Good, Fair, Poor
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Class of patronage.....

Theatre.....

Population of Town.....

City..... State.....



## Short Subjects and Serials



Comedy highlights in "The Merry Month of May," a Fox Films-O. Henry two-reeler

### Quartet of New Roach Comedies Completed

FOUR new short feature comedies for Pathe release have reached completion at the Hal Roach studio in California. "War Feathers," an "Our Gang" comedy of the wide open spaces, has been edited, titled and previewed. It was directed by Anthony Mack under Robert McGowan's supervision. "Be Your Age," a Charley Chase comedy directed by Leo McCarey, has also been completed, edited and previewed. Gladys Hulette, Lillian Leighton, Oliver Hardy and Frank Brownlee are in the cast. At the same time, production was completed on another Chase comedy, directed by James Parrott, with Eugenia Gilbert, Bull Montana, Amber Norman, Eugene Pallette and Valentina Zimini in the supporting cast.

In the cast of the current "star" comedy which Leo McCarey is directing, are Marjorie Daw, Creighton Hale, Jess Devorska, Max Davidson, Oliver Hardy, Spec O'Donnell and Ann Brody. Fred Guiol, director of the all-star Hal Roach comedies, is recuperating from a severe case of sunburn and is preparing the story on the next of the "star" series.

### Five New Bray Productions Nearly Completed

Three two-reel comedies, one animated cartoon and one novelty screen magazine are nearing the finishing mark at the Bray studio. "Don't Kid Me, Monk," a Sunkist comedy featuring "Mr. X," the educated ape, and the Sunkist bathing beauties is the first opus on the list. "Blue Black" is a two-reel "Fistical Culture" comedy featuring Lewis Sargent. "School Days" is a "McDougal Alley" comedy supervised by Joe Rock and setting forth the capers of the "McDougal Alley" gang. "Transportation" is the name of the novelty screen magazine subject. It is a travelogue and is the product of Don Carlos Ellis. "Dog Gone It" the Bray animated cartoon, features Walt Lantz, the artist, in company with "Pete the Pup," of the hot dog cartoons.

### J. R. Bray on the Lookout for New Material

Though this has been a banner year for J. R. Bray, with eighty-eight short subjects being released during the 1926-27 season through twenty-eight exchanges throughout the country, the producer of the Bray product feels that he could make good use of additional material. He invites known and unknown producers who have something to offer to come forward with their product that he may examine what they have and select the best, most original, unique and different among them for the public. He offers the co-operation of a name that is becoming increasingly popular in the short subject field.

## Many on Educational Nov. List

Schedule Includes Two Reel Comedies, Cartoons, Novelty Subjects and News

FIVE two-reel comedies, four animated cartoon comedies, two one-reel comedies, three novelty subjects and eight Kinograms comprise the program of releases scheduled by Educational for release during November.

"Open Spaces," the new Juvenile two-reeler stars "Big Boy," the two-year-old star. He is seen as the "goat" of a boys' camp where he falls in love with a pretty, rich girl, Bonnie Barrett. Charles Lamont directed. Neal Burns is featured in "Dodging Trouble," and Eddie Baker and Edna Marion head the supporting cast. Directed by Harold Beaudine.

"Hoot Mon," is the title of Bobby Vernon's third comedy on the new program. The supporting cast includes Eddie Baker, Frances Lee, and Jack Duffy. Al St. John is featured in a Mermaid comedy titled "Flaming Romance," which Stephen Roberts directed. Aileen Lopez, Otto Fries, Clem Beauchamp and Jack Lloyd support the star.

"Movieland" is the title of Lupino Lane's first comedy for the 1926-27 season. Kathryn McGuire has the leading feminine role. Two Cameo comedies, "His Off Day," and "Bad Breaks," will be released during November. The first features Phil Dunham and Miss "Toy" Gallagher

and George Davis is starred in the last named.

"Then and Now" is the title of the current Curiosities reel; a new Bruce seenie offers "Hula Hula" and Honolulu Nights." Lyman H. Howe's new Hodge Podge is titled "A Key Hole Cruise."

"The Mighty Smith" and "Barnum Was Right" are the titles of two new Life Cartoons. "Felix the Cat in Reverse English" and "Felix the Cat Trumps the Ace" are the two Pat Sullivan creations for release; as usual Kinograms issues will appear twice each week.

### "The Golden Stallion" Wild Horse Serial, Under Way

Work has begun on "The Golden Stallion," a ten-chapter serial being produced by Nat Levine and featuring a wild horse and including in its list of players Maurice "Lefty" Flynn. Others in the cast are Molly Malone, Joe Bonomo, Joseph Swickard and Burr McIntosh. Harry Webb is directing from a story by Karl Krusada and William Lester.

"The Golden Stallion" is intended for independent consumption.



# "On Guard" New Pathe Serial

Schuyler Grey Prod. Filming New  
Chapterplay With Cullen Landis

**A**NNOUNCEMENT was made this week by Pathe that it would handle the release of "On Guard," a chapter play at present being filmed by Schuyler Grey Productions which produced "Casey of the Coast Guard," a recent Pathe distributed serial. The new story deals with life in the Army.

Arch Heath will direct from a scenario prepared by Paul Fairfax Fuller of the story by Major Robert Glassburn of the U. S. Army. Wilfred Noy, English director, will assist Heath. The balance of the production staff includes Buddy Sehyer and Cameramen Walter Strenge and Frank Perugine.

Cullen Landis has been cast for the leading role and the balance of the cast comprises Muriel Kingston, leading lady; Louise Du Pre, Walter P. Lewis, Tom Blake, Hal Forde, Edward Burns Jack Bardette, Gus De Wilde and Tom Poland.

While the unit will use the Pyramid studios in Astoria, L.I., for some scenes, the greater part of the picture will be produced on location at the various army camps and forts. Scenes have already been taken at West Point and the production unit is now at Fort Hoyle, near Baltimore, and at the Aberdeen Artillery Testing Grounds.

It is expected that this new serial will follow "The House Without a Key" on the Pathe release schedule.

## Six Fox Shorts For November

Three Imperials, One Animal, One O.  
Henry and a Van Bibber Scheduled

**T**HERE will be six Fox short subject comedies released during November embracing three Imperials, one of the Animal Comedy series, and one each of the Van Bibber and O. Henry series.

On the 14th comes the first Imperial, "Light Wines and Bearded Ladies," featuring Wynne Beaulter and Gene Cameron, under the direction of Jules White; and "Napoleon, Jr.," an Animal Comedy, with "Jerry the Giant" (Jerry Madden,

child star) and Pal, the wonder dog, having the leads.

"The Tennis Wizard," with Earle Foxe and Florence Gilbert in the leads as usual, is the title of the Van Bibber which will be sent out the 21st. "Madame Dynamite," with Della Peterson and Eddie Clayton, is the name of the Imperial booked for Nov. 28th release. The O. Henry scheduled for this date has not been definitely decided on as yet.

### Ten Subjects on Pathe Oct. 31st Program

**V**ARIETY is in evidence among the ten short subjects comprising the Pathe releasing schedule for the week of October 31st. Hal Roach contributes a two-reel comedy in "Get 'Em Young," with Harry Myers featured and Eugenia Gilbert, Stan Laurel, Max Davidson, Charlotte Mineau, Fred Malatesta and Ernie Wood in supporting roles. Mack Sennett is represented with another two-reeler, "Masked Mammals," with Billy Bevan, Thelma Parr and Vernon Dent portraying the principal roles. Fred Guiol directed the Roach offering and Del Lord the Sennett.

Chapter Eight of the Pathe serial, "The Fighting Marine," starring Gene Tunney, bears the title of "Challenged." Grantland Rice covers the sporting angle in "Durable Souls," wherein the importance of grit and stamina in sport are stressed. "Nurnberg, the Toy City," is a leaf from Hv Mayer's Sketchbook and visualizes that artist's experience in the medieval Bavarian city. Another of Aesop's grains of wisdom is incorporated in the film fable, "Home Sweet Home." Pathe Review No. 44 contains "Miracle Mud," "Memory Road," "With the Roosevelts in Turkestan" and "The Ramparts of the Rhone." Issues Nos. 90 and 91 of Pathe News conclude the list of subjects for the week.

### Extensive Alterations to Hal Roach Production Plant

Hal Roach, producer of comedies for Pathe release, has just completed extensive improvements to his Washington Boulevard studio, thus making it one of the most substantial and complete of its kind on the West Coast. The stages and executive offices are built with an eye for permanence, boasting of hollow brick construction. The studio maintains its own laboratory for the development and printing of film, with the equipment the most modern and complete. A wardrobe and designing department, under the supervision of Will Lambert, supplies all the feminine apparel which figures so prominently in the Roach comedies. Carpenter, paint and blacksmith shops are included in the studio's line of accessories, besides mills, automobile garages and a non-profit making studio cafe, each with a crew of carefully selected craftsmen. A school-room has been for years a feature on the Roach lot. Here "Our Gang" pursues its studies under the guidance of expert tutors.

In addition to the Washington Boulevard lot, Roach owns a ten-acre ranch on Preuss Road where the wild stallion Rex is confined in company with other equine and canine performers. The producer recently purchased a ranch near Moapa, Nev., which he uses as a location camp. Hal Roach, in addition to housing and accommodating his own units, is able to rent stage space to outside producers at the Culver City plant.

*The GREATEST  
Novelty Reel  
OF THE YEAR*

**"SO  
THIS IS  
EUROPE"**

**Americans Spend  
\$130,000,000.  
"DOING" EUROPE!**

**Your Patrons  
spend 12 minutes  
seeing how they  
do it!**

**Oh Boy! It's Fast!**  
And what opportunities  
for your Orchestra!

**Publix's Rivoli-New York  
Metropolitan-Boston  
and leading theaters**

**from Coast to Coast  
Don't deprive your Patrons of  
the greatest single reel of**

**the season  
SET YOUR  
DATES NOW!**

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**NEW YORK EXCHANGE**  
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Chicago, Security Pictures Co.  
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Cleveland, Cincinnati, Lande Film Exchange  
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San Francisco, Los Angeles, Cooperative Film  
Exchange.

Seattle, Portland, Futte, Greater Features Inc.  
Minneapolis, Screen Classics Corp.

St. Louis, Mo., Progress Pictures Corp.  
3320 Lindell Blvd.

Washington D. C. Castle Films 916 G. St., N.W.



## Resume of Current News Weeklies

**KINOGRAMS NO. 5231:** Philadelphia—Legionnaires hold their biggest parade at annual convention; Washington—Capitol building is made "all wet" by firemen who give it annual washing; Paris—German girls capture majority of prizes in international field day and track meet; Gloucester, Mass.—Columbia defeats the Henry Ford and wins annual fishermen's race; Philadelphia—British and American sailors march together on British Day at the Sesqui; Salem, N.H.—Harry Hartz breaks world's auto track record for 200 miles at average speed of 124 miles per hour; Santa Monica, Cal.—Annual State Convention of Elks sees Mifflin Potts elected president.

**KINOGRAMS NO. 5232:** New Haven—Dartmouth loses first game to Yale in three years by score of 14-7; Paris—Crowds on Seine see annual boating regatta; Colorado Springs—Indian runners win gruelling race to top of Cheyenne Mountain; San Pedro, Cal.—Marines on board *West Virginia* form boxing school to try to find another Tunney; Philadelphia—50,000 see Penn outplay Chicago and win by score of 27-0; New York—Queen Marie arrives in New York and is given tremendous welcome by thousands who line streets.

**INTERNATIONAL NEWS, No. 84:** Paris, France—Queen Marie of Rumania on her way to America; Paris, France—Women of many nations in great athletic meet; New York City—The fair sex hasn't taken to marathon running yet; San Francisco, Cal.—San Francisco celebrates with great birthday fete; Boston, Mass.—Boston police march in impressive dress parade; London, England—Daring steeplejacks give Big Ben annual cleaning; Washington, D.C.—The U.S. Capitol gets one of its rare baths; Gloucester, Mass.—Race decides Queen of Yankee fishing schooners; Wye Valley, England—Merrie England's hunting season in full swing; Paris, France—Kid speed demons of Paris hold unique racing event, Philadelphia, Pa.—War veterans on parade thrill cheering crowds; Philadelphia, Pa.—Virginia Day at "Sesqui."

**INTERNATIONAL NEWSREEL NO. 85:** Stone Mountain, Ga.—Blast hurls huge granite block on engine house; Englewood, N.J.—New kings of dogland; Perugia, Italy—Mussolini in fighting trim sways frenzied throngs; Colorado Springs, Colo.—Redskins beat palefaces in mountain "marathon"; Philadelphia, Pa.—Howard Savage elected new commander of the American Legion; Washington, D.C.—World's safest aviator, Capt. H. D. Campbell, presented with cup by President Coolidge; New York City—Georges Carpentier and Richard Barthelmess are shipmates on trip to Europe; New Haven, Conn.—Yale's victory over Dartmouth marked by sensational runs; Polo Grounds, N. Y. C.—Ohio State eleven triumphs in clash with Columbia; Philadelphia, Pa.—Penn. crashes through Chicago for 27-0 victory; Cambridge, Mass.—Harvard wins grid tilt with William and Mary; Atlanta, Ga.—Alabama triumphs over Georgia Tech by 21-0; New York City—America welcomes Queen Marie of Roumania arriving for tour of U. S.

**PATHE NEWS NO. 85:** Brookland, England—Smashes automobile speed records in great drive; Philadelphia, Pa.—American Legion doughboys form ranks once more; Leghorn, Italy—British Foreign Secretary meets Mussolini for historic parley; St. Louis, Mo.—Roar great welcome to world champion Cardinals; Berlin, Germany—Stands on head on top of 75-foot swaying pole; Paris France—Queen Marie on way to America; Gloucester, Mass.—Schooner *Columbia* wins championship of Gloucester fishing fleet; Philadelphia, Pa.—Plant thirteen trees in memory of original Colonies; Ann Arbor, Mich.—University of Michigan humbles Michigan State, 55 to 3; Missoula, Mont.—Idaho smashes way to victory over Montana; Philadelphia, Pa.—Celebrate Virginia Day at Sesqui-centennial Exposition.

**PATHE NEWS NO. 86:** In Central China—Vast areas desolate as civil war and floods work havoc; Princeton, N.J.—Navy sinks Princeton in gridiron battle; Philadelphia—University of Pennsylvania routs Chicago 27 to 0; Washington, D.C.—Honor Marine flier for great record; Philadelphia, Pa.—Elect new national commander of American Legion; Washington, D.C.—New Spanish Ambassador calls at White House; Perugia, Italy—Open university for foreigners in ancient Perugia; Brockton, Mass.—Acrobats provide many thrills on the flying trapeze; New York City—The arrival of Her Majesty Marie of Saxe-Coburg and Gotha, Queen of Roumania; Hot Springs, Ark.—Arkansas Motion Picture Theatre Owners meet; Buffalo, N.Y.—Great historic interest attends Erie Canal Centennial celebration.

**FOX NEWS, VOL. 8, NO. 5:** New York City—St. Louis Nationals take sixth and seventh games from Yankees; Aberdeen, Md.—Ordnance chiefs of the U.S. Army test efficiency and speed of the newest sky-guns and field pieces; London—Westminster welcomes Alan Cobham returning from round-trip flight to Australia; Chicago, Ill.—Maroons beat Maryland 21 to 2 at Stagg Field; St. Joseph, Mo.—Boys and girls of Iowa, Missouri and Kansas enter stock they raised in Baby Beef Club show; Atlanta, Ga.—Georgia Tech Yellow Jackets win hard-fought game from the Tulans



Adventure and romance accompany Alice Day in her latest Pathe release, "The Perils of Petersburg"

Greenies; Los Angeles, Cal.—University of California gridiron squad gets into action; Cambridge, Mass.—Holy Cross grid squad defeats Harvard 19-14 in hard-fought match; Berlin—For the first time since the war, American sailors visit Berlin and are the honor guests of the city; Seattle, Wash.—Christmas is coming—Two hundred reindeer arrive here from Alaska; Maubeuge, France—Driving fifty miles an hour an intrepid inventor tests "wreckproof" auto built to save lives in accidents; On the Atlantic—The fastest schooners in Gloucester race for the fisherman's title; Bruceton, Pa.—Spectacular blasts mark test of Department of Commerce to determine cause of mine explosions.

**FOX NEWS, VOL. 8, NO. 6:** Paris—Queen Marie starts her voyage to America; New York City—Throngs see America's foremost long-distance runners race 26 miles; Leghorn, Italy—Sir Austin Chamberlain travels by yacht to Italy to confer with Mussolini; Cape Ann, Mass.—The schooner *Columbia* wins title of speediest fisherman in America in keen race with the *Ford*; Paris—Throngs bring hoarded coins to Bank of France as government offers big premium for gold franc; Salem, N.H.—Harry Hartz sets a new world speed record; Hamburg—First "motorless liner" returns to port after successful ocean voyage; Honolulu—Most daring surf riders in Hawaii give exhibition on long rollers of famed beach at Waikiki; County Fair Season is here with its thrills.

### Schoenleben Castle Films Western Representative

John C. Schoenleben, formerly assistant to Clyde Eckhardt, regional manager for Fox Films in Chicago, has been appointed Western representative for Castle Films with headquarters in Chicago at the offices of the Securities Pictures Corporation, 808 Wabash Avenue.



Scenes from "Pink Elephants," an Educational release.





### "Plumb Goofy"

(Educational-Cameo—Two Reels)

(Reviewed by Paul Thompson)

**A** GAIN the woes and tribulations of lovers. In this instance they are up against the parental barrier even though the wedding ring has already been secured and presented to the bride-to-be. Father throws his would-be son-in-law out of the house, but retribution follows fast behind in the shape of an electric iron in which is a note for the expelled lover. This hits father and temporarily floors him. Then follow innumerable suitcases which are caught with the skill and precision of a college football player handling a forward pass. The would-be elopers discover that young brother has stolen the automobile in which they were to elope. To cross a stream to the minister's they take refuge in a boat. Father and mother pursue. Father lands in the water and young brother throws a life line to the lovers, who are thus pulled ashore. The life line holds; so does the kid's mistaken sense of humor, for he does not unfasten the tow line, but hauls his sister and her beau through the streets of Hollywood until they alight at the church and are married. Their wedding journey consists of a ride in the same boat which is opportunely brought down the street by the prankish youngster on his return trip.

#### THE CAST

Phil Dunham, "Tov" Gallagher, Jack Lloyd, Blanche Payson and Jack McHugh. Director, Clem Beauchamps.

*Summary.*—The unusual situations devised by the director and cameraman distinguish the comedy and make it entertaining and amusing.

### "Wild Bill"

(Universal-Blue Bird Comedy—One Reel)

**T** HIS is a burlesque "bad-man" western featuring that corquelt comedian Charles Puffy. It is rather good fun. Here is the idea. William McKee gets a position on the sheriff's staff. His first assignment is to get a "bad man" who is terrorizing the countryside. He buckles on his belt with the regulation six-shooters, but is saved the dangers of the expedition because Charles Puffy gets the job to make good in the eyes of the store-keeper's daughter, Elsie Tarron. To save going for him Kalla Pasha, the bad man comes into the store and the sheriff's office adjoining and kidnaps the dummy figure which he mistakes for Elsie. Then Puffy starts in pursuit also in ignorance of the fact that the villain is stealing a dummy. He catches up with him and through a combination of happy circumstances captures the outlaw and wins the girl. It is robust but childish fun, and will unquestionably draw its quota of laughs.

Scott Darling wrote the classic and Richard Smith directed.—PAUL THOMPSON.

### "Masked Mammies"

(Pathe—Mack Sennet—Two Reels)

(Reviewed by Paul Thompson)

**H** ERE our old friend, the husband who disavows his wife at a masquerade and the penalty he pays for flirting with his own better half. No, not new, but amusingly handled. The philanderer is the third of a party of three, the other two being his friend, a beauty doctor, and his wife, said doctor not knowing, of course, that the fair unknown is his friend's wife. He does learn it at the ball when the two men engage in a rough-house fight on the floor of the dance hall and through their realism win the cup for the best Apache dance offered. Their finale finds the combatants landing in the base-drum.

Engaged in the business of making you laugh are Billy Bevan as the beauty doctor, Thelma

Parr, his patient who "steps out," and the philandering husband of the fair Thelma, Vernon Dent. Del Lord in the role of director moved them hither and yon before the camera. It is difficult to point a moral from the tale, but possibly one is not needed or expected if the spectators laugh hard and often enough. They probably will at this and also speculate how soon these and other Sennett players will follow the precedent of graduating to important roles in more serious plays as so many graduates of this past master of slap-stick seem to be doing each season.

### "The Marry Month of May"

(Fox Presents An O. Henry Short Story)

(Reviewed by Edw. G. Johnston)

**W** ILLIAM FOX has done one of Sidney Porter's masterpieces and done it successfully so that even an O. Henry fan should be pleased. This is a good comedy and entertaining.

Start with this premise. A girl who believes in mediums and fortune-tellers goes to consult one of the faking fraternity to discover if her suitor is a lineal descendant of notorious Captain Kidd. The beau gallant is not keen about it but goes with her. To stage his exhibition or exposition most successfully the seer takes his customers to a sloop docked near by there to work in cahoots with a mate who is on the graft.

In the meantime a "Pirate's Den" cabaret has been raided by the police and the waiters consistently garbed as pirates (which, judging by most night-club charges, they really are) take refuge on the same sloop as that visited by the astrologer and his victims. Then ensues a series of rough-house, slapstick comedy that is, despite these qualities, decidedly amusing. Every time one pirate has been done away with, another looking exactly like him bobs up until the fake commences to think he has really conjured up spirits.

With innumerable trap-doors on the deck of the sloop through which everybody is being dropped from time to time, it is almost like Hanlon's Superba or one of those trick pantomimes of thirty years ago. It is mirth provoking.

#### THE CAST

Harold Goodwin, Gladys McConnell, William E. Jamieson and Noah Young. Supervisor, George E. Marshall. Director, Thomas Buckingham. Two Reels. Released October 17.

### "The Lyin' Tamer"

Wherein the King of Beasts Stars

(Reviewed by Paul Thompson)

**M** ESSRS. Gene Ford and Henry Johnson have concocted a story and from this themselves fashioned a scenario that fills two reels with comedy satirizing tourists and guides. While this particular locale is Africa, the satire might apply almost anywhere on the globe where the twain come in contact with each other. It is quite amusing even if the spectator feels at times that it is a bit drawn out.

Ernie Shields outwits the other guides by using an elephant-drawn cart for a jungle trip to see the animals at close range. For a matter of fact the animals which he is to show are caged. And even then he has to utilize the services of Curtis MacHenry, a negro native, to impersonate a lion to satisfy the customers. Enter on the scene a real lion and you have the ingredients for the story. Everybody chases everyone else. Lion imitator, lion, guide, tourists are all mixed up in one pot-pourri or goulash so that it is difficult at times to disentangle the various actors. To supply a full measure of laughter and impossible situations, the house in which the principal characters take refuge is on the brink of a stream and with a typical tropical storm falls in the torrent.

It is decidedly slapstick humor but justifies itself time and again through the very absurdity and impossibility of the situations and the acting. The cast includes Ernie Shields, Barbara Luddy, Harry Woods, Edward Wills, Unice Moore and Curtis MacHenry. Directed by Max Gold and Al Davis. Supervised by George E. Marshall. Produced and distributed by Fox. Released October 3, 1926. Two Reels.

### "Shell Socked"

(Educational-Jimmie Adams Comedy—Two Reels)

(Reviewed by Paul Thompson)

**T** HIS is quite an amusing and entertaining bit of war-time slap-stick. Possibly I am predisposed because I like the personality of the star, Jimmie Adams, who has a method that is quite his own. Then, too, it is rather ingenious even though it deals with a theme that has been almost exhausted by writers of legitimate plays and screen dramas, comedies and farces. It cannot fail of its appeal because it follows the formula of having the so-called underdog win out in the end through no cleverness of his own, but through the force of circumstances beyond his control and not of his own connivance. The idea of escaping from the German trench in which he and heroine find themselves because the Teutons think he is really a German captain is good. Their following him into the allied lines, where he gets his reward in the shape of a decoration, even if it only be an iron cross, and, much more important and worth while, the hand of the general's daughter, makes a decided hit.

Walter Graham, who is credited with the directing, devised some amusing situations, not the least of which is the bombing-plane where the pilot is reduced in rank each time that a bomb is launched and misses its mark on the terrain beneath. Said mark is hero Jimmie Adams and heroine Vera Steadman as a private and Red Cross nurse respectively.

#### THE CAST

Jimmie Adams starred, Vera Steadman, George Burton, Eddie Baker, Bill Irving. Director, Walter Graham.

*Summary.*—Ingenious war-time comedy well directed, photographed and acted.

### "The Lone Prairie"

(Universal-Mustang—Two Reels)

(Reviewed by Paul Thompson)

**L** OVE, its inevitable corollary, jealousy, self-sacrifice, daring and all the other virtues go into this western so that the spectator will not be emotionally starved when the fade-out comes. George Magrill is the star. He is in love with Alma Rayford, the school teacher of the district. When Regina Doyle, daughter of the ranch on which Magrill is employed, returns Alma, not realizing that they are boy and girl friends from youth, becomes jealous. She climbs on a mustang and rides away. Her horse bolts and George has to live up to his comic strip name and "do it," the do it being rescuing the heroine in a pursuit race.

Regina doesn't play true to western cowgirl traditions, but does a feminine and supposedly characteristic eastern fain when she learns that an outlaw is about to hold up her father returning from the bank with a large roll paid for delivered cattle. To make amends for her groundless jealousy, Alma rides forth alone to warn Regina's father. She is captured by Jack Dawn, the bandit, as is money-laden father.

Enter the hero to save both after a breath-taking fight on the mountain side. He in turn is rescued by comedy relief "Shorty" Jack Knapp, who lassos him and pulls back from almost certain death on the mountain side. What more can any seeker for thrills ask?



## "Jane's Engagement Party"

(Universal-Stern—Jane Series—Two Reels)

(Reviewed by Paul Thompson)

THE road of true love, if your fiancée owns a motorcycle with a side-car, is anything but smooth; that is one of those self-demonstrating or obvious truisms. That is what this one of the "What Happened to Jane" series of Stern Brothers released through Universal proves most conclusively. Tony Hayes, the beloved of Wanda Wiley, starts things off hilariously by providing his mother-in-law to be with the first thrill she has had in thirty years by taking her home in the motorcycle side-car. Narrow escapes galore and finally a wreck.

Then the engagement party of her daughter. The villain, a bigamist for whom the police are looking, has ambitions of adding Jane to the collection of wives. He is in a fair way to do so until Tony discovers from a newspaper story that the chap who is wrecking the engagement party, his happiness and his face is the man wanted. He gets him by bringing in a bunch of kids who have been subsidized with a nickel bribe to claim the impostor as their father, Tony, with dress and veil, pretending to be one of the deserted wives.

The requisite amount of plaster is dislodged from the ceiling, enough rough and tumble acrobatic stunts staged to be worthy of a vaudeville troupe of Arabian acrobats, and the atmosphere is sufficiently clear to show Tony and Wanda in a final strangle-hold as the shutter of the lens closes for the last time.

Sam Newfield saw to it that enough amusing situations were staged to hold the numerous followers of Jane's adventures.

## "River-roads and a Railroad Flivver"

(Educational—Bruce Seemies—Two Reels)

PHOTOGRAPHED with the same attention to setting and coloring which have made this series notable this latest addition decidedly belongs. It is far, far removed from the bustle of the cities and accentuates the beauties and restfulness of roads far from main-traveled highways. Its primitive ferries and fishermen are oblivious of the passing of time, Mussolini's rise to power in emulation of his Cæsarian predecessors or Queen Marie's arrival in this so-called democratic republic.

"Five-fifty-five" runs wild is a series of pictures taken from an automobile which is daily used for inspection purposes on the Canadian-Pacific Railroad. It fills the spectator with wander-lust and a desire to see the section of this continent through which this road runs. Judging by the speed attained by this auto it can distance any of the powerful engines on the line. It is a truly thrilling and picturesque ride which the camera man takes with his chauffeur as no attention is paid to turns, tunnels, grades or anything else. Trains are passed as though they were snails crawling their way to the Pacific Coast.—PAUL THOMPSON.

## "Cut Price Glory"

(Educational—Life Cartoon—One Reel)

ANOTHER of a series of Life Cartoons is with us—a three cornered melodrama of the War—served through the medium of Educational by Messrs. Sherwood and Wadsworth and their staff of Life artists. Briefly, the plot has to do with hero "Mike," who enlists following a debate with "High Hat Harold" over a raise in salary. After some preliminary training Mike is given a message to deliver to the General, "without cost." Many adventures finally land our hero in that officer's presence, and he's none other than "High Hat Harold," who shows his appreciation by blasting Mike on his way astride a cannon ball. As Mike nears home and his beloved, the shell explodes, and our hero drops in his Myrtle's arms.

In the opinion of this writer, this cartoon is not on par with the first of Life cartoons shown at Wurlitzer Hall some few weeks back. The animation does not appear to be as silky and smooth as it should be; moreover, the characters (supposed to be monkeys) are not particularly attractive and one has a hard task to determine just what they are. However, the combined ingenuity of Robert Sherwood, Mason Wadsworth and their experienced staff, can undoubtedly be counted on to remove whatever may appear as a defect at the present time.—EDW. G. JOHNSTON.

## "Get 'Em Young"

(Pathe-Hal Roach—Two Reels)

(Reviewed by Paul Thompson)

THEY do not have any subtitle for this comedy, but if they did it would probably be "And Treat 'Em Rough." Anyway, the characters in this are treated rough, so that element is not lacking in the comedy, but when has it been? Harry Myers is returning from abroad. He is seasick, so is his man. Also a fellow passenger, Eugenia Gilbert. She takes possession of Harry's bed, so ill is she, and he falls in love with her even under those unusually unpropitious circumstances. A radio tells him he must marry immediately to inherit one of those movie fortunes. On landing the hero is presented with an Amazonian candidate for the marital honor and he chivalrously pushes her into the harbor. To get the money he dresses his valet up as a woman. But the latter gets tipsy and spoils the conspiracy. But, ah, just before the fatal stroke of twelve the girl met on shipboard puts in appearance and all is saved.

It is the wildest kind of burlesque, but succeeds in being entertaining. The beds which roll across the stateroom and the drunken valet in women's bridal costume—these are the outstanding features. It is well acted and directed.

### THE CAST

Harry Myers, Eugenia Gilbert, Stan Laurel, Max Davidson, Charlotte Mineau, Fred Malatesta and Ernie Wood. Director, Fred Guiol. Supervisor, F. Richard Jones.

## "Felix Shatters the Sheik"

(Educational—Cartoon—One Reel)

FELIX in this reel, as the English would express it, "enters trade." The manner in which he embarks on a more or less useful career instead of playing his usual butterfly role is characteristic of the cat. He follows an umbrella-vendor who regards him as a hoodoo and attempts to stone him. He misses hitting instead a poster in which a man is advertising vichy. Enraged this character deluges the peddler and a passer-by. The latter thinks a rain storm is brewing and buys an umbrella from the peddler. Convinced, Felix is a mascot instead of a hoodoo, and the latter takes him in partnership.

The Sahara is selected as a selling field, but disastrously at first as there is, of course, practically no rain there. Then the ingenious cat solves the problem by sending up toy balloons with bird seed and onions. The former attracts the birds and the onions make them weep. As a result showers and a tremendous sale of umbrellas to the Arabs.

Cleverly thought out and executed by Pat Sullivan.—PAUL THOMPSON.

## "Nurnberg the Toy City"

(Pathe—Hy Mayer Sketch Book—One Reel)

HERE is another delightful addition to the contributions to the screen of an acknowledged master-artist of the newspaper and screen worlds. He depicts with the camera famous spots in the city noted for its toy manufacturing and combines these with drawings of the characters and scenes blending these with an

almost uncanny cleverness. The city itself is unusually picturesque; that I remember from personal experience, and Mayer has taken full advantage of its possibilities with camera and brush or pencil. One of his stunts is to draw a face or a scene and then have this dissolve into an actual photograph which might have been inspired by the drawing. It enters the world of the mystic so mysterious and intriguing is the result. Again hats off to Hy Mayer and his contributions to the screen.—PAUL THOMPSON.

## "Gun Shy"

(Pathe—Aesop's Fables—One Reel)

CONSISTENT with this time of the year the creator of Aesop's Fables sends his characters afield in this release. Only the things which could happen in the land inhabited by cartoonist characters do happen. Farmer Al first encounters a condor wearing a bullet-proof vest which he discovers when his bullets have no effect. Next rabbits playing leap-frog engage his attention. This leads to meeting with a bear and his family. Escaping from the latter he finds himself in the condor's nest misappropriating the food intended for the condor's young. Once more on terra firma facing the bears he starts one of those seemingly endless chases and ends up in a trap set by the cat. The latter has been doing his own hunting, a bit more successfully than Al and has come back wearing a bear-skin. Al penetrates this disguise because the cat's tail is sticking out and then ensues another marathon over the hill and out of the picture.

It is a good Pathe picture and belongs by every right in this entertaining series.—PAUL THOMPSON.

## "Short Shots, No. 2"

(Castle Films—One Reel)

WITH an airplane flight the principal theme of this second of the new Castle series moves crisply across the silver sheet and succeeds in keeping one interested during all the time of its unreeling. Camera magic enters for a short demonstration. A giant dirigible is made to appear as if standing on its head, assuming all sorts of positions unbecoming to a dirigible and is twirled around at a rapid pace like a cigar on the end of a string. The shooting off into space of the airplane is excellently done, the cameraman being located near the wheels of the plane, thus obtaining unusual camera angles. Consequently everything on the screen assumes a topsy-turvy aspect when the plane loops-the-loop, spins and nose dives. Even from the security of his seat the spectator is bound to feel that tingling, uncomfortable sensation of falling. There is also a daredevil who has an assortment of aero-acrobatics. To lend variety to the reel there are a few shots of children and their pets.—RAYMOND GANLY.

## "Durable Souls"

(Pathe-Spotlight—One Reel)

IN sports as well as in other spheres it seems that this is the day of souls and soles. Endurance is the thing that counts if an athlete has other qualities such as nerve and ability. DeMar, the marathoner, is one illustration. College crews afford another. LaCrosse, football, boxing, hockey and soccer; all these and other sports where the ability to last is one of the most important factors are shown in the carefully selected pictures and titles in this release. "What shall it profit a man that he has all the daring in the world if he cannot last," would seem to be the sermon and it is self-evident how true this is. The diversity of subjects selected, the pertinent angles taken by the camera and the appropriate titles selected by Rice make the week's offering decidedly acceptable.—PAUL THOMPSON.



## Whispering Wires

*Shivers Up and Down Your Spine*

(Reviewed by Paul Thompson)

**M**ELODRAMA of the mello-ist is this picture with the stage play by Kate McLaurin as its inspiration. Henry Leverage did the story for the screen and L. G. Rigby contributed the scenario which Albert Ray directed for Fox featuring Anita Stewart. The picture suffers because it is almost impossible to maintain to the end the secret of how the murders are committed which is one of the biggest assets a play of this kind possesses. The baffling of the spectator as to the manner and method until almost the final curtain almost always intrigues the theatre-goer if the story be interesting and thrill-producing. In the picture that becomes difficult and the scenarist and director have to tip their hand early as to how the thing is done and then rely on the gripping quality of the action to hold the spectator's attention.

In this respect "Whispering Wires" is rather successful. Anita Stewart helps a lot through her impersonation of the heroine. Scott Welsh as the detective, and Otto Matieson and Frank Campeau, that hardened screen sinner, as the villains are the others whose work stands out. Personally I feel that emphasizing the comedy (so-called by courtesy) of the assistant musical comedy sleuths is a mistake. There doubtless is a large audience for that sort of thing but to me it detracts greatly from the value of the picture and from maintaining that tension which is so absolute a necessity.

*The Cast: Ralph Ince, Margaret Livingston, Pat Harrison, Charles Clary, Otto Matieson, Scott Welsh, Mack Sivain, Arthur Housman, "Heine" Conklin, Cecille Evans, Mayme Kelso, Charles Sellon and Frank Campeau. Director, Albert Ray.*

**THEME:** Mystery melodrama of revenge by ex-convict and inventor pal.

**PRODUCTION HIGH LIGHTS:** Ingenuity of murder by telephone shown so graphically as to be almost convincing.

**EXPLOITATION ANGLES:** Legitimate play's success and love of people for mystery melodrama. Also Anita Stewart's vogue.

**DRAWING POWER:** Should be good.

*Produced and distributed by Fox Films Corp.  
Length, 5,906 feet. Released October 24, 1926.*



*Football pervades the Paramount offering, "The Quarterback"*

## Take it from Me

*Reginald Denny Runs a Department Store*

(Reviewed by Paul Thompson)

**H**ERALDED as the first of six Denny Specials for 1926-27, "Take It From Me" is released to inaugurate what Universal hopes will hereafter be known as "National Denny Day."

His initial vehicle for the "Twelve Nights," not to be confused with Shakespeare's "Twelfth Night," is taken from the musical comedy which Will Johnstone and Will Anderson fashioned for Broadway. It was successful in that guise and should be in the motion picture version. It has the always-interest-compelling star supported by attractive Blanche Mehaffey, Ben Hendricks, Jr., and other capable players directed by William A. Seiter. Moreover, it was screened with little regard for production costs. The story is amusing, well told and acted and holds your interest.

Its underlying idea will give a slight suspicion of its possibilities. Reginald has run through fifty thousand dollars left by a wealthy uncle and is broke, women and horses having done their bit toward this depletion. The valuable dry goods store of the departed is left to the nephew to be run for three months. If at the end of that period the books show a profit it becomes Reginald's permanent property. Otherwise it goes to a crooked old manager. The Denny innovations, intended to wreck the property so he will lose his gold-digger fiancée and be free to marry Blanche, do succeed in that that consummation is brought about.

*The Cast: Reginald Denny (starred), Blanche Mehaffey, Ben Hendricks, Jr., Lee Moran, Lucien Littlefield, Ethel Wales, Bertram Johns, Jean Tolley, Vera Lewis and Tom O'Brien. Director, William A. Seiter. Scenarist, Harvey Thew.*

**THEME:** Amateur operates dry goods store successfully to win inheritance.

**PRODUCTION HIGH LIGHTS:** Denny's consistently amusing acting. Style show and bathing scene also show-window sequence.

**EXPLOITATION ANGLES:** Denny and then Denny. Clean comedy. Laugh - provocative powers. Fashion show.

**DRAWING POWER:** Excellent draw for all theatres. The whole family can see it.

*Produced and distributed by Universal.  
Length, 6,649 feet. Released October 9, 1926.*



*Dramatic highlights in the First National production, "The Prince of Temples"*



## The Quarterback

*Lively College Story Is Entertaining*

(Reviewed by Laurence Reid)

THE films have certainly gone collegiate—what with all the promising young men doing their bit on track and gridiron. In line with the fall pastime Richard Dix pulls a Grange without running into his own interference. Which is to say that he is allowed clear sailing to score that touch—and win the game for dear old Colton.

Naturally the highlights are concerned with the football game—which has more than its share of suspense. In building it up a romance is introduced which has a truly collegiate flavor. Indeed, the director hasn't gone astray in giving it a campus atmosphere. Dix may appear a trifle mature in his role but then so is any good football player who is not declared ineligible by a faculty. The point is he does his stuff. The game is a humdinger—and it has the touch of reality. Well, why shouldn't it?—seeing as how "Hurry Up" Yost of Michigan was brought East to give it an authentic flavor. Esther Ralston is charming enough to inspire any player to die for her if he doesn't care to die for his alma mater.

*The Cast: Richard Dix, Esther Ralston, Harry Beresford, David Butler, Robert W. Craig, Mona Palma. Director, Fred Newmeyer.*

**THEME:** Romance of college hero encountering good luck in meeting the girl—and falling in love so that he plays like a demon for his alma mater.

**PRODUCTION HIGHLIGHTS:** The introduction of the romance. The collegiate incident. The football game. The local color and atmosphere. The easy acting by star. The fine

support by rest of the cast. The milk-peddling episode.

**EXPLOITATION ANGLES:** First you have a title which will bring 'em in for the fall season. Play up Dix. Tie up with schools and colleges. Stage football matinees, etc.

**DRAWING POWER:** O. K. for any house. Title and star will draw them.

*Produced and distributed by Famous Players.*

*Length, six reels. Released October, 1926.*



*Amusing production stills of the Universal feature comedy, "Take It from Me"*



*Scenes from "Whispering Wires," a William Fox presentation based on the play by Kate McLaurin*

## The Prince of Tempters

*Interesting, Well Produced and Acted*

(Reviewed by Laurence Reid)

ANOTHER German, Lothar Mendes by name, comes forward with an American entry and shows that his reputation with UFA is well founded. The E. Phillips Oppenheim story as screen material is nothing to make a fuss over. It is inclined to be trivial notwithstanding its good treatment here. But Mendes gives it personality. He should go far with real, stirring drama.

The film, which reveals some excellent camera effects in regard to lighting and photography and staging, tells of a young monk who leaves the peaceful confines of a monastery to become engaged in earthly arguments and temptations. He falls in love and encounters a temptress and when he eventually becomes disillusioned, he resolves to renounce earthly things. But love and the happy ending intervene—and so to the inevitable finish.

One should disregard the plot and drink in the mechanics of the production. It features some exquisite exteriors a quota of dramatic scenes and some first-rate performances. Ben Lyon and Lois Moran act very creditably—and Lya de Putti, having been directed by one who knows her and understands her, also redeems herself.

*The Cast: Ben Lyon, Lois Moran, Lya de Putti, Ian Keith, Mary Brian, Olive Tell, Sam Hardy. Director, Lothar Mendes.*

**THEME:** Romantic drama of youth who while falling in love encounters temptations which disrupt his romance. His sacrifice wins him his romantic reward.

**PRODUCTION HIGHLIGHTS:** The camera effects, noticeable in the lighting and photography. The exteriors. The church scenes. The death of the mother. The double exposures. The creditable acting.

**EXPLOITATION ANGLES:** The title and cast and fact that it is directed by UFA director should be advertised here. Play up its camera effects. Tell of its spiritual quality. Tease the title.

**DRAWING POWER:** Suitable for houses catering to better class clientele. Title will draw them. Good for neighborhoods.

*Produced by Robert Kane. Distributed by First National. Length, seven reels. Released October, 1926.*



## Breed of the Sea

Ralph Ince Doubles in a Peter Kyne Story

(Reviewed by Paul Thompson)

**W**HETHER reading a novel or seeing the original play from which a moving picture is devised is an asset or a liability and detriment is an open question. Personally I think a reviewer is fortunate if he be unfamiliar with the original. Then he will not be so captious about his ideas or ideals being unrealized when screened.

It is good melodrama and it is a truism that all the world loves good melodrama, or at least most of us do, whether it is between book covers, on the spoken stage or on the screen. I thought Ince did good work in directing and also in acting. Also that Margaret Livingston and Alphonz Ethier, best remembered by myself for his Neri role in "The Jest," were more than satisfactory in the support, as they played daughter and father respectively on the island of Paroa which Ince makes safe, not for democracy, but for his brother's spiritual work.

Twin brothers and suitors for the same girl one brother misses the girl and embraces the ministry as a vocation. The other flies the jolly Roger as a pirate. The buccaneer conveys his brother and the latter's wife to the south seas as missionaries. The seafaring twin goes ashore and tames the bully that runs the island. Incidentally he falls in love with his most sensuous and seductive daughter, Margaret Livingston (in this picture anyway), and sails away to the port of matrimony.

*The Cast: Ralph Ince, Margaret Livingston, Pat Harmon, Alphonz Ethier, Dorothy Dunbar and Shannon Day. Director, Ralph Ince. Camera man, Allen Siegler.*

**THEME:** Twin brothers compete for same girl. One becomes minister, other a pirate. Ince's direction and two-fold convincing acting.

**EXPLOITATION ANGLES:** Latter tames island bully for brother's mission. Story of adventure and love. Ince's dual characterizations.

**PRODUCTION HIGH-LIGHTS:** Ships and tropical scenes. **DRAWING POWER:** Good.

*Produced and distributed by Film Booking Offices.*

*Length, 5,408 feet. Released November 7, 1926.*



*Scenes from "The Fourth Commandment," Emory Johnson's first production for Universal*

## The Winning Wallop

The Man With the Punch Comes Through

(Reviewed by Raymond Ganly)

**T**HE truth of the aphorism "You cannot keep a good man down" is again brought to your attention in this cinematic offering from the Gotham studio. It can be immediately said to contain all the necessary elements and opportunities for the display of athletic prowess that are so necessary to the fast moving type of picture. It serves as a vehicle for the athletic ability of William Fairbanks, one of the screen's "huskies" who can go through his paces so easily and with such little apparent effort that he hardly seems to be working up a sweat.

When a young man is faced with the alternative of leaving his pleasant home and earning his living with his mitts, the situation is not so bad when the young man in question can use those mitts to excellent advantage. But when he is placed in the predicament of submitting to the guns of a gang of thugs with the big fight only a few short hours away and when he is being sought by the police the young man must be of staunch calibre, of unwavering determination and unflagging zeal. Fairbanks possesses all of these attributes and he easily gains his liberty, enjoys an exciting chase by the police, arrives at the prize ring at the nick o' time and disposes of his adversary in jig time. This scene of the fight is excellently staged and has a dramatic denouement wherein the cards of Fate are shuffled and the villains get their just desserts while Fairbanks gets the hand of Shirley Palmer.

*The Cast: William Fairbanks, Shirley Palmer, Charles K. French, Melvin McDowell, Crauford Kent, Jimmy Aubrey and Frank Hagney.*

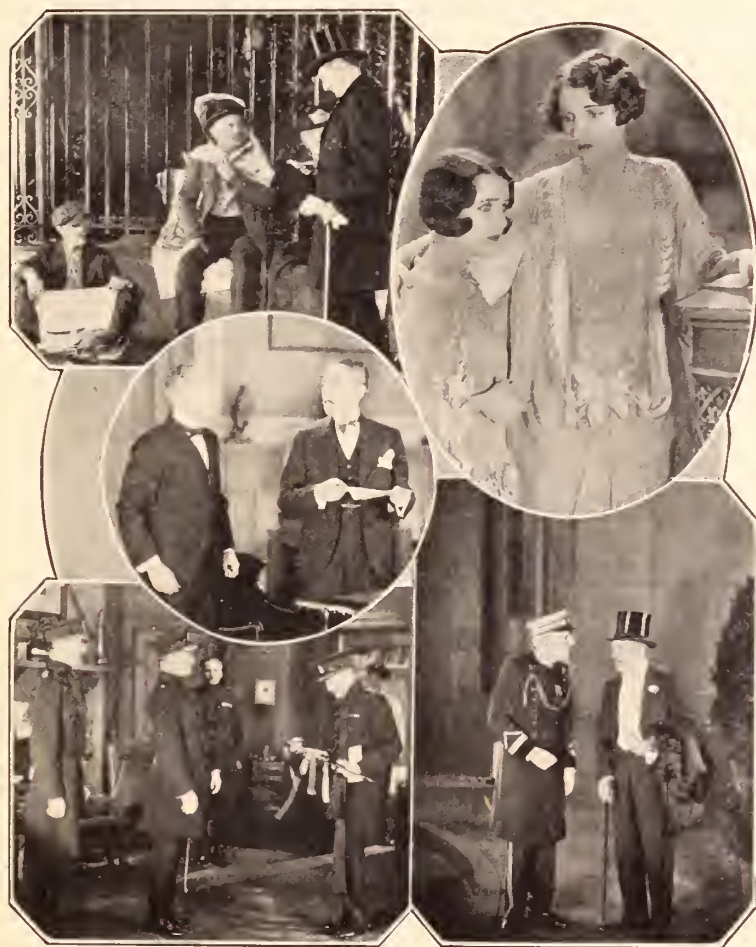
**THEME:** Branded a ne'er-do-well by his father, youth proves conclusively that his fists can enable him to get along in the world.

**PRODUCTION HIGH-LIGHTS:** Fighting scenes. Pursuit by the police. Dramatic denouement in the prize ring.

**EXPLOITATION ANGLES:** The fact that it deals with the squared ring which has had such prominence with the battle of the Sesqui and what not. The popularity of Fairbanks.

**DRAWING POWER:** Good. For the neighborhood house or for a double bill.

*Produced by Gotham Pictures. Released by Lumas Film Corp. Length, 5,000 feet. Released October, 1926.*



*High spots in the Paramount picture, "The Ace of Cads"*



## The Fourth Commandment

What Happens If You "Don't Honor Your Parents"

(Reviewed by Paul Thompson)

EMORY JOHNSON directed his mother's, Emilie Johnson's, script in this mother-movie. Both director and scenarist have collaborated before and with deserved success. "The Fourth Commandment" somehow just didn't click with this individual critic. Why, is difficult to put one's hand on. Possibly because it is a bit too mawkishly sentimental or sentimentally mawkish. It purports to tell how retribution visits those who fail to honor their father and mother and how in the end, no matter what temporal and material comforts one may possess, at the finish the offender of this law of Moses is penalized.

Here again we have Belle Bennett in a weepy role, and Mary Carr in a Pollyannaish "mother" role. After the former has practically forced out into the rain the latter because of jealousy of the son, she in turn suffers the same fate at the hands of her own daughter-in-law. Then for a fitting finale in Paris the now affluent and successful architect, Henry Victor, passes his whilom wife, Belle Bennett, who had expelled his mother and then left him for a richer if not handsomer man. He in an expensive limousine with his white-haired mother, Mary Carr, and his son, Robert Agnew, while she is playing a small street piano or organ.

*The Cast:* Henry Victor, June Marlowe, Belle Bennett, Leigh Willard, Mary Carr, Brady Cline, Catherine Wallace, Frank Elliott, Knute Erickson, Kathleen Myers, Robert Agnew, Wendell Phillips Franklin, Lorraine Rivers, Malcolm Jones and Stanley Taylor. Directed by Emory Johnson from his adaptation of his mother's, Emilie Johnson's, story.

**THEME:** Mother love and how it is sometimes rewarded.

**PRODUCTION HIGHLIGHTS:** San Francisco earthquake and fire in opening scenes; deadly parallel of situation of life conditions reversed.

**EXPLOITATION ANGLES.**

Mary Carr, Belle Bennett and others in cast; their fame and popularity. Plug mother love theme.

**DRAWING POWER:** Should be excellent.

Produced and distributed by Universal (Jewel Feature) Pictures Corporation.

Length, 7,560 feet. Released October 12, 1926.



Interesting episodes in the F. B. O. feature, "Breed of the Sea"

## The Ace of Cads

- Fine Production With Fairly Diverting Plot

(Reviewed by Laurence Reid)

WITHOUT much of a story to work over Luther Reed, who makes his debut as a director, has accomplished a neat job. He has covered up the plot shortcomings by placing emphasis upon the production—with the result that the atmosphere is correct and in good taste and the technical details O. K.

Michael Arlen, who wrote the story, has brought nothing new to the screen. As is customary with his ideas he has his principal character found guilty of a misdemeanor of which he was innocent. And so for nineteen years he suffers before he finds some measure of happiness. Since this plot has done yeoman service under various guises the element of suspense is not very prominent. It is quite easy to anticipate the outcome of the story—so the interest falls upon the characterization and the intelligent handling of the figures by the director. Adolphe Menjou plays with his usual poise and sophisticated bearing, but Alice Joyce has a role which invites much more sympathy. The film could stand more humor.

*The Cast:* Adolphe Menjou, Alice Joyce, Norman Trevor, Philip Strange, Suzanne Fleming. Director, Luther Reed.

**THEME:** Drama of broken love of youth separated from sweetheart through treachery of false friend—but who years afterward finds a measure of happiness.

**PRODUCTION HIGHLIGHTS:** The settings and atmosphere. Scene when two rivals meet in cafe. The bachelor dinner. Scene when heroine surprises her fiancé. The acting

by principals.

**EXPLOITATION ANGLES:** Play up Michael Arlen, who wrote "The Green Hat." Bill as typical Menjou picture with star giving smooth, polished performance. Play up as romantic drama of heart interest.

**DRAWING POWER:** Star has following. And his popularity and title should draw them. Q. K. for better class houses.

Produced and distributed by Famous Players.  
Length, six reels. Released October, 1926.



Action stills of the Gotham production, "The Winning Wallow"



# Regional News from Correspondents

**BROOKLYN'S** newest playhouse, the Mayfair Theatre, at Avenue U and Coney Island Avenue, erected at a cost of upwards of a half million dollars, was formally opened to the public Monday, Oct. 11. This theatre will serve as a new amusement center for those who live in Flatbush, Midwood, Sheepshead Bay, Gravesend and Coney Island, by reason of its location in the midst of these sections and its policy of first-run photoplays and vaudeville.

The theatre, latest in the growing A. H. Schwartz Circuit, is possessed of every facility for the comfort and entertainment of patrons. Of particular interest is the announcement that Max A. Cooper, with ten years of experience as manager and more recently connected with the Rialto Theatre in Manhattan, will direct the new house.

A feature picture and five acts of vaudeville will make up the regular program for the first three days. Thursday the bill will change and another feature, with an entire change of vaudeville, will be shown.

Many surprises were introduced as features of the opening night. Prominent men and women of the borough were guests of Mr. Schwartz on the occasion.

Keen taste for elegance has been shown in decorating the interior of the house. Gorgeous curtains, sumptuous drapes and a large mural painting over the promenade floor make for a luxurious interior. The construction of the house allows for a clear view of the stage from any of the 2,000 seats.

The Spiegel Motion Picture Enterprises have purchased a theatre site on the corner of Albany Avenue and Empire Boulevard, where they will erect a new house of 1,860 seating capacity. The Spiegel concern, which also owns the Utica Avenue Theatre, Utica, near Church, completed the sale from the plans.

J. R. Levee, well known in New York City film circles, leaves this week for the West Coast via automobile. He will visit his mother and family on arrival and later on expects to connect with one of the larger Coast exchanges.

Chris' Hink, manager of the Claridge Theatre, Montclair, N.J., has taken over the buying for that house. Fred Faulkner has attended to that matter in the past.

Sartorially perfect, Peter Adams emerged in the midst of Film Row last week, brown hat, brown top-coat and everything. Anyone needing tailoring advice should go see Peter.

It will not be long before the wedding bells will peal for one of our well-known Jersey exhibitors and this piece of news will undoubtedly come as a surprise to those who are acquainted with our good friend, Sam Perry, of Englewood. Bachelor Sam, who has successfully dodged feminine wiles for several years, has at last succumbed. About January 1, Mr. Perry will lead a Miss La Mar to the altar, where he will sign some-

## New York and New Jersey



William B. Stein, of the Ritz Theatre, Elizabeth, seems to be gazing at the camera lens rather than the register on the rear of Pat Dowling's little Christie Comedy Drive car

thing considerably more binding than a picture contract. The proper word for a writer to spring here is, "congratulations, Sam" (so, there they are, Samuel) and well meant, too.

Two changes in the personnel of Associated's New York and New Jersey Exchange have depleted the ranks to three men; namely, Phil Meyer, Eddie Carroll and Matt Meyer.

Bert Mendelson and Frank Shephard have both tendered their resignations, Mendelson going to Commonwealth Film Exchange, where he will work Manhattan territory from 110th Street downtown and part of Brooklyn, and Shephard has gone to Washington, D.C., where he will manage Sam Sax's Gotham Exchange. Mendelson was a seven-year-man with Associated, while Shephard was connected there for about one year.

Stanley Sobelson was another visitor from Jersey. Commenting on the reported strengthening of the Fabian-Stanley interests in a section of Elizabeth where a Sobelson theatre project is under way, Mr. Sobelson said: "Regardless of what competition may arise, we are going ahead with the completion of our new theatre at Fifth and Elizabeth streets. Plans have been filed with the fire department and contracts have been signed. The house will seat approximately 1,800."

Up to the present writing the report that the Fabian-Stanley group had taken over four Elizabeth theatres operated by Kokalis, is unconfirmed.

Harry and Max Pear have evidently forsaken the exhibition end of the business; at least, for the time being. An announcement is out to the effect that the former owners of the Avon, Garfield and Sixteenth Street theatres have associated themselves with I. H.

Moscowitz in the formation of the Amusement Supply Company, Inc., at 729 Seventh Avenue, where they will deal in the various items of theatre equipment.

Not content with capturing the Motion Picture League and Industrial championship in baseball, the Fox Films team in the Motion Picture Athletic Association has taken a flying start in the bowling tournament. The standing of the teams on October 7th is as follows: Fox Films, 1,000; Famous Players, .667; First National, .667; Producers Distributing Corp., .667; Metro-Goldwyn-Mayer, .333; Pathe, .333; Universal, .333; Hirlagaph, .000; Warner Bros., .000. The 200-pin bowlers during the week of Oct. 6th were: Spree of M.-G.-M., 214; Mullen of First National, 202; Uhlenbusch of Fox, 200.

Four new motion picture theatres have opened in this zone during the past week. On October 11th the Jersey Theatre, a 2000-seat house at Morristown, N.J., held its premiere. This playhouse is controlled by Publix.

Following the opening of the Morristown Theatre, the Hollywood, a new Stanley-Fabian theatre, located on Central Avenue, Newark, held its first night Oct. 14. This house also seats approximately 2,000.

Another theatre to open was the Strand at Lakewood, N.J. The Strand is not a new theatre but considerable money has been spent to make the playhouse modern in every respect. It is said that this house is one of Sol Brill's many holdings among theatre properties in this section.

The opening of the new Fox Academy of Music, Fourteenth Street, New York City, was covered in last week's issue of the MOTION PICTURE NEWS.

Other theatres to open in the near future include: Ed. Speigle's Roxby in Brooklyn, Oct. 22; Matty Chrystos' new White Plains Theatre, White Plains Avenue and 231st Street, Nov. 1; Sam Baker's Floral Park, Nov. 22; Mike Glynn's Mineola, Nov. 1, and William and Harry Brandt's new house in the East New York section of Brooklyn, about Nov. 1.

After spending a week in conference with his associates of the National Theatre Supply Company in Chicago, Joe Hornstein, a vice-president and general manager of that organization, has returned to his New York City offices.

Theatres in this zone installing new equipment from the above named company include: The Winthrop, Brooklyn; the Colonial, Newark; The Hollywood, Newark; The Jersey, Morristown; New Academy of Music, 14th Street, New York City; The Colonial, Pompton Lakes and the Strand, Lakewood.

Over in the "Big U" Exchange at 1600, there is much activity due to the change in selling policy, which has given the men one hundred per cent. of the product to handle. Heretofore, the salesmen specialized on features, serials and short subjects.

Another item of interest is that one would hardly recognize the new arrangement of the exchange offices. Everything looks a lot more ship-shape than in the past; new desks and new private offices have replaced the old ones, and the routine of business hums along with clock-like precision.

S. S. Liggett, former short subject man for Universal and now handling all product for the entire State of New Jersey, is putting over his work in fine style, according to report.

Two recent additions to the Universal sales staff are: Leslie Sherwood and George Ross. Sherwood was formerly with F.B.O. and George was connected with Commonwealth Film Exchange. Both of these men will work New Jersey territory.

Hartman, who writes exchange news of Universal's sales force in that company's weekly house organ, calls the Big U boys "traveling sheiks" and their exhibitor victims (?) "cadis." One of the items concerns Sheik Herman Stern, who picked a future Brooklyn theatre site on Franklin Avenue, owned by Sutcliffe and Melrick, as a spot to be bumped off a street car. Fine sense of direction, Herman. Another sheik, by name of Lou Levy, reports that Morris Spivack's new house, under construction at Carteret, is progressing nicely.

Sam Perry, of Englewood, N.J., is installing a new oil burning heating apparatus in his theatre. Incidentally, Sam is having his troubles; the workmen tore up the front sidewalk before the 4000-gallon tank arrived and Sam is still waiting for the tank.



## Philadelphia

**W**ILLIAM J. HEENAN, newly elected president of the Philadelphia Film Board of Trade, was tendered a dinner at the Cafe Riviera by fellow members of the Board as an expression of their good will and readiness to cooperate with him during the coming year. Jay Emanuel was chairman of the board of arrangements and the "get together" proved to be one of the most enjoyable affairs of its kind that has taken place in Philadelphia for some time.

At the semi-annual sales conference of Famous Players-Lasky, to be held at French Lick, Ind., this month, the Philadelphia office of Paramount will be represented by W. E. Smith, district manager; Percy A. Bloch, branch manager, and Mike Landow, sales manager.

Oscar Neufeld, former president of the Philadelphia Film Board of Trade, and half owner of the De Luxe Exchange and the East Coast Theatres Co., accompanied by Mrs. Neufeld, has left for an extended motor trip through New England and Canada. This is Mr. Neufeld's first real vacation since assuming the duties of president of the Film Board of Trade about five years ago.

George P. Aarons, secretary of the M.P.T.O.A., of Eastern Pennsylvania, Southern New Jersey and Delaware, has just returned from a several weeks' swing around the territory, during which time he visited practically every exhibitor, whether or not a member of the M.P.T.O., and succeeded in bring-



Nick Fourgis, of the Strand Theatre, Johnstown, Pa., and Charles Flaherty, of the Pittsburgh Educational exchange. They are both looking at Pat Dowling, who "snapped" this one on his recent Christie Comedy drive

ing the membership of the organization up to 96% of the total number of exhibitors in the entire territory.

The Philadelphia branch of F.B.O. has made extensive improvements in its quarters and is now occupying more floor space than it has at any time since the opening of its offices here several years ago. The entire first floor has been remodeled, providing for the executive and booking offices. The second floor has been re-partitioned and equipped with a thoroughly up-to-date projection room which compares favorably with any in Philadelphia. More than \$8,000

has been expended for these improvements.

Karl Suelke, a member of Paramount's local sales force, has been temporarily transferred to Wilkes-Barre, Pa., where he will assume management of the Paramount exchange during the absence of Fred Myers, branch manager, who is confined to his home with a serious attack of illness.

Owing to the inability of some of the contractors to complete their work within the specified time, the opening date of the Stanley Company's new Earle Theatre in Atlantic City, which was scheduled for the third week in October, has

been postponed. While no definite opening date has been announced by Stanley Company officials, Eli M. Orowitz, manager of the Virginia Theatre, Atlantic City, who is handling the publicity for the Earle, expects to make an announcement in regard to the opening within a very short time.

Plans are being made for the opening of George Gravenstine's new Cameo Theatre as early in the year as possible. Work is being pushed forward so rapidly that it is expected to have the house under roof within a very short time. No announcement has been made as to what disposition will be made by Mr. Gravenstine of his Carmen Theatre, which is directly opposite the Cameo Theatre, at Germantown and Allegheny avenues, Philadelphia.

Green & Altman's Jefferson Theatre, which has been closed for some months on account of repairs and improvements, has been reopened and will continue under its former policy. Earle Weston, formerly special representative and later house manager for Hunt's Theatres, Inc., has been placed in charge of the Jefferson.

William H. Mattison, who was for eight years sales representative for Metro-Goldwyn in the Pennsylvania coal region, has resigned and has joined the sales personnel of P.D.C. Wm. G. Humphreys, branch manager, has assigned Mr. Mattison to cover practically the same territory that he worked for Metro-Goldwyn.

## Milwaukee

**R**AY KEMPEN, who recently closed his theatre, the Rex, at Berlin, visited the film offices this week.

Ed Fuchs, manager of the Opera House at Marion, Wis., was a recent Film Row visitor.

E. J. Lipson, manager of the Minneapolis branch of P. D. C., and "Doc" Honeck, manager of the Milwaukee branch, called on Martin Thomas, manager of the Braumart Theatre, Iron Mountain, Mich., recently and found him just ready to leave on a hunting expedition.

Manager Cain, of the Palace Theatre, Sheboygan Falls, spent a few hours in Milwaukee recently.

Il. P. Ironfield, booker at the Fox office, and Miss Jean Kupper, formerly of the Fox home office, were married in Milwaukee on October 9th.

Messrs. Smith and Ainsworth of the Fond du Lac Theatre Co. of Fond du Lac, were Milwaukee visitors this week.

Harold Sliter, son of F. G. Sliter, manager of Fox office, has been appointed head of the advertising department to succeed W. W. Kelly who recently resigned.

H. A. Leach, of Leach and Christianson circuit, Hartford, visited several local exchanges this week.

A. M. Van Dyke is the new office manager at Fox' Milwaukee office. Mr. Van Dyke was assistant manager for Fox in Detroit, and was formerly a salesman in the Minneapolis office.

Film Row welcomed "Dad" Wolcott back this week. "Dad" was seriously injured in an automobile accident recently when his car swerved in loose sand. He received a deep cut on his head and injured his leg. This was his first appearance in Milwaukee since his accident. Aside from a slight limp "Dad" says he is as well as ever. "Dad" manages the Majestic Theatre at Racine.

Mrs. August Gloe, managing the Tivoli at Two Rivers, paid a short visit to Film Row recently.

Fox offices report a few changes in personnel. C. W. Perry, formerly a salesman, has left and is now in Chicago. Louis Guhl, former Fox salesman has also resigned. Dewey De Lorenzo, formerly in the shipping department at Celebrated, is now in that department in the Fox offices.

A. C. Accola, manager of the Bonham Theatre, Prairie du Sac, was among out of town exhibitors who visited Milwaukee this week.

Hall Schulz is a new salesman on the staff of Celebrated, out of Milwaukee. He has been assigned to northern Wisconsin and upper Michigan territory.

Carl Ebert, who was a salesman for First National out of Milwaukee and who is now traveling for that firm from Des Moines office, stopped in for a few minutes to see his friends in the Milwaukee exchanges.

N. Thompson, managing the Crystal Theatre at Ft. Atkinson, was a Milwaukee visitor this week.

The Colonial Theatre, Milwaukee, which is undergoing extensive rebuilding, is progressing rapidly. The new walls are appearing and give promise of early completion. Ernest Landmack is the manager.

Elmer Huhnke has been appointed salesman for First National. Mr. Huhnke was formerly booker in the Milwaukee office of First National.

"Happy" Meiniger, managing the

Retlaw at Fond du Lac, visited the various film offices recently.

E. Pelletteri, who formerly managed the Gem at Oconto, is taking over the Gem and Princess theatres at Plymouth on November 1st.

Interest in the bowling teams is running high. Two matches have thus far been played. Teams have not as yet been named but are designated by names of their captains. Capt. Van Norman's team has to its credit two games out of six; Captain Steeve Bauer's team heads the list, having lost only one; Chas. Trampke's team lost three and won three, and Ed. Winbaum's team won three and lost three. The schedule runs for twenty weeks, at the end of which the teams are planning a big celebration with the \$160 which will have accumulated. Teams meet every Wednesday noon.

J. S. Grauman, president of Celebrated Players, thinks his little three-weeks-old son is just about the best ever. Says he isn't a bit disappointed in having three boys. The youngster is named John at present, but it won't be long before he will be Jack like his daddy.





# South East



**NAT WYSE**, Playdate Representative for Universal, is spending several days in the Charlotte office.

Lester Sipe, former booker of Associated Exhibitors, is now carrying a brief case for Enterprise Distributing Corporation.

It is reported that R. T. Wade, of the Palace Theatre, Morehead City, N.C., is planning to start construction within the next few days on a new theatre seating between 600 and 800. The plans are ready and this theatre will open early next summer. It will be of brick construction, standard stage, with balcony, and will cost between \$5,000 and \$7,500.

Paul Phillips, of Wilson, N.C., and H. R. Mason, of the Mason Theatre, Goldsboro, visited Film Row the past week.

The Charlotte Better Films Committee had its annual meeting at the Chamber of Commerce to elect officers, and re-elected Mrs. J. A. Parham, President; Mrs. Ralph Van Landingham, Vice-president, and Rev. Jos. A. Gaines, Treasurer. Jacob Binder was elected Secretary to succeed Mrs. B. A. Powell, who had served two years, and J. Renwick Wilkes to fill the newly-made place as vice-secretary. This

is the first meeting of the fall season. The meetings having been discontinued throughout the summer months.

Chas. C. Hook, architect, has been commissioned by Ross Realty Company to erect a building on the corner of Second and Poplar streets, for use as a home for Film Exchanges.

E. L. Beam, of the Princess Theatre, Shelby, N.C., was a visitor on Film Row during the past week.

Miss Pauline Hardin, Secretary of the Charlotte Film Board of Trade; Miss Ruth Hardin, Secretary to Mr. Paul Griffith, Film Transport Co., and their mother, spent several days in Atlanta the latter part of the week.

P. C. Parish, of the Southern Theatre Supply Company, is spending several days in the Charlotte office during the illness of Branch Manager Sykes.

C. H. Weeks, District Representative of Liberty Film Corporation, is covering the territory out of the Charlotte office with the different salesmen.

The Warner's Broadway Theatre gave a benefit performance for the storm sufferers in Florida. It was held Tuesday night at 11 o'clock. This included the regular

program of pictures and five acts of vaudeville. Regular prices prevailed and the entire sum taken in at the box office was sent to the storm area.

Ken Finlev, of the Opera House, Goldsboro, N.C., was in Charlotte the latter part of the week, purchasing new product and arranging play dates.

Manager Warren Irvin, of the Imperial, Publix house, gave a benefit performance at the theatre one minute after midnight Sunday. The entire proceeds was given to the fund for relief work in Florida. All Publix theatres in key cities in this section gave benefit showings, the entire proceeds being turned over to the Red Cross.

The Imperial Theatre at Greensboro, N.C., has been completely renovated by the Piedmont Theatres, Inc., and new equipment has been placed in this house. It is now one of the most modern and up-to-date houses in this section.

The Charlotte Film Board of Trade had its semi-annual election last Monday and the following officers were elected: William Conn, F. B. O., President; M. W. Davis, Warner Brothers, Vice-president; E. F. Dardine, Universal, Treasurer. The new chairman appointed the following committees: Arbi-

tration Board. P. A. Schmuck, Pathe, Chairman; M. E. Wyman, Liberty; F. B. Bryan, First National. Credit Committee, E. F. Dardine, Universal, Chairman; H. H. Everett, Bromberg; M. W. Davie, Warner Bros.

Phelps Sassen, owner of Iris Theatre, at Salisbury, N.C., and salesman at First National, is back in his territory after many weeks' illness.

First National has placed Joe Worsley, former salesman for Fox and Bromberg Attractions, on the road for that company.

A. S. Dickerson, local Associated manager, and Mrs. Dickerson and daughter, Winifred, are visiting friends in Chattanooga.

Ed. Turner, President of Carolina Theatres, Inc., was in Charlotte the past week.

Abe Rosen, of New Haven, who is president of the U. S. Film Transport Company, located in Charlotte, is visiting his office here.

The Hewel Theatre, Rosebury, N.C., which is owned by Drs. E. O. and D. A. Underwood and Miss Ossie L. Duckner, held their formal opening Tuesday. This is one of the most attractive and best decorated and equipped theatres in the Carolinas.

## St. Louis

**I**N the Oct. 16 issue of **MOTION PICTURE NEWS**, under St. Louis regional notes, a paragraph stated that the Advance Trailer Corporation had opened a branch office in the Pathe Exchange at 3318 Olive Street. Walter J. Freudenberger, Southern Sales Manager, has advised us that this was an error; that the St. Louis office is located in the Universal screening room at 3318-A Olive Street, instead of the Pathe Exchange.

Ralph Wilson, of the home office of First National Pictures, and Mrs. Charles M. Steele, wife of the supervisor of exchanges for that company, were called to St. Louis by the death of their mother the past week.

L. H. Dalmer, President of the Standard Cinema Corporation of New York City, paid our fair city a visit the past week.

Peter Blassant will open his new Grand Theatre in Litchfield, Ill., next week. His house seats 200 and will operate on a six-day week schedule.

R. E. Atkins of Elkhart, Ill.; Mrs. I. W. Rodgers of Cairo, Ill., and Tom Reed, of Duquoin, were some of the prominent exhibitors seen along Picture Row during the past week.

Chief of Police Arbogast, of Belleville, Ill., has two acetylene gas tanks, a torch, fifty feet of hose and other safe cracking tools abandoned by yeggmen who looted the safe of the Washington Theatre, Belleville, early on October 4, escaping with \$100.

A. L. Barlow of the accessory department of First National Pictures, was a visitor to the local exchange the past week.

C. E. Penrod, division manager for F.B.O., was in town on Tuesday, Wednesday and Thursday.

Charles Johnson, motion picture operator for the Olympia Theatre, operated by John Karzin at 1420 Market Street, St. Louis, Mo., escaped injury the night of October 13, when a film he was projecting caught fire. The booth, equipment and film were damaged to the extent of \$300 by the flames. The audience passed out of the house quickly but quietly.

A small blaze in one of the huge electrical signs in front of the Ambassador Theatre, Seventh and Locust streets, St. Louis, Mo., at 11:30 a.m., Saturday, October 16, attracted thousands of spectators and tied up traffic along the busy thoroughfares. The audience inside the big house was not aware of the fire.

Bill Barron, manager for United Artists in St. Louis, was wishing for pontoons on his automobile when he encountered high water between Paducah, Ky., and Cairo, Ill.

Visitors of the week included Ted Yemm of the Reed, Yemm and Hayes Circuit of Southern Illinois, and Steve Brady of Cape Girardeau. Mr. Yemm's family has removed to St. Louis and he makes the week-end trips here.

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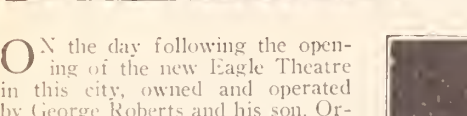
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## Albany



ON the day following the opening of the new Eagle Theatre in this city, owned and operated by George Roberts and his son, Ormond, the latter was taken to a local hospital suffering from what was later diagnosed by three physicians as kidney trouble. Mr. Roberts complained of being ill on the day previous to the opening of the theatre, and he became rapidly worse. Distracted by his son's illness, Mr. Roberts was forced to give but little attention to the opening of the theatre. Reports from the hospital later in the week indicated that Mr. Roberts would recover unless complications set in.

If Charles Marshall's aim is as good as his word, the chances are that Albany's Film Row will enjoy venison steaks in the near future. Mr. Marshall, who runs The Bridge Theatre in Ausable Forks, was in town last week, driving down in a car owned by Doris Kenyon, who was married during the week at Ausable Forks, to Milton Sills. While here, Mr. Marshall dropped into the Universal Exchange, and in conversation with C. R. Halligan, promised to send him an entire deer as soon as he had bagged the animal.

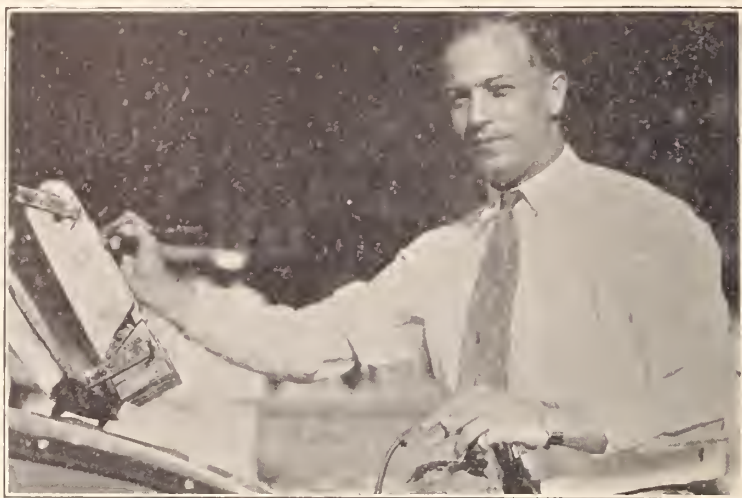
Mrs. Lillian Nachman Cohen, cashier at the local Metro-Goldwyn-Mayer Exchange, is back from her honeymoon, and has been presented with a handsome mahogany desk by her associates.

Bob Landry, who recently sold his theatres in Ogdensburg to the Schine interests, has entered the Albany Law School, and plans to remain there for three years, after which he will become a full fledged lawyer.

F. S. Farnsworth has closed his theatre in Essex Junction, Vt., and George Valley, who operates the Strand in Winooski, may take the house over in the near future.

Lew Fischer has acquired the Victory Theatre in Cambridge, which has been run for some time past by William Curry. Mr. Fischer now has houses in Chatham, Cambridge, Hoosick Falls, Fort Edward, Ticonderoga and Chestertown. He was in town last week, and was accompanied by Mrs. Fischer, who has recovered from a broken ankle sustained at the Film Board outing several weeks ago.

J. Gould is now a special repre-



Another stop made by Pat Dowling, on his recent drive for Educational, was at the Bijou Theatre, New Brunswick, N. J. Herbert Shusterman is seen signing the Christie Comedy register

sentative in this section for Universal, and is specializing on the selling of the bigger features.

Harry Lux, Rae Candee and Nate Robbins, all well known Utica exhibitors, packed their guns last Wednesday and left for Mr. Robbins' camp back of Old Forge, to be on hand for the opening of the deer season on Friday.

W. H. Linton, of the Olympic in Utica, is back home from three or four days in New York City, during which he visited a number of distributing agencies.

H. C. Bissell, local manager for Universal, returned here last week from an upstate visit.

Morris Silverman, of the Happy Hour and Pearl in Schenectady, is talking of erecting a marquee and electric sign in front of the former house. His new theatre will be opened to the public on December 15.

Miss Betty Feuer closed the Crescent Theatre in Schenectady last week, and later on a business block will be erected on the site.

Frank Larnan, manager of the Strand in Schenectady, is supervising the redecoration of the foyer, and other improvements to the house.

C. H. Buckley, who runs the Clinton Square and Leland Theatres in Albany, has decided to postpone the erection of a \$50,000 resi-

dence in Loudonville until next spring.

The Broadway Theatre in Schenectady reopened last week under the Farash banner. It was operated last winter by Roach and Hickey.

The Albany Theatre in Schenectady, managed by Edward Walsh, announces a reduction in its admission prices from thirty to twenty-five cents.

Claude Fish, owner of the American in Schenectady, is now Lecturing Knight of the Elks, which means that he is never at the theatre on a Tuesday night.

Visitors along Film Row during the week, and buyers as well, included Mr. and Mrs. A. E. Milligan of Schuylerville; Myer Dale, of Schoharie, and Mrs. Fonda, of the Grand in Scotia.

W. W. Farley, of Albany, was with Governor Smith last week in Binghamton, assisting in staging one of the biggest mass meetings thus far held in the campaign.

Frank H. Hickey, of Schenectady, assistant treasurer of the Farash Corporation, is in Atlantic City, recuperating from an attack of ill health.

E. E. Lowe, a well-known broker along the local Film Row, has left for Pittsburgh, where he will be associated with Robert Mochrie, former manager of the

Producers Distributing Company Exchange here and who is holding down a similar position with the same company in the smoky city.

Nate Robbins, of Utica, has installed an orchestra in the Avon Theatre there, which is made up entirely of boys from Colgate University.

Mrs. Tony Veiller, wife of the manager of the Mark Ritz in Albany, is visiting relatives in Virginia.

Labor troubles have been finally adjusted in Schenectady between the theatres and the various unions, with the result that peace and harmony again prevail in that city.

Mathew Moran, who runs the Opera House in Coxsackie, is thanking his lucky stars these days that the fire that swept the business section the other night did not reach his theatre. Mr. Moran was in town the other day and stated that he is repainting the theatre.

Sam Burns, one of the best known exchange managers in this city, was the first to arrive at a serious automobile accident the other night, near Kingston, and assisted the occupants of the car to a nearby hospital.

There appears to be considerable generator trouble in theatres in this part of the state with the result that the Opera House in Andes, as well as the theatre in Catskill, were temporarily forced out of business last week.

Ernie Tetrault, who runs the Grand in Watervliet, has made plans to stage novelty nights each Monday and Thursday from now on.

Kallet and Goodman, the new owners of the Orpheum in Utica, are busily engaged these days in redecorating the house, and erecting a handsome marquee out in front.

The engagement of George E. Dwore, Schenectady attorney, to Miss Ruth Kornmehl, of New York City, was announced on October 4. In addition to his law interests, Mr. Dwore has for a long time been prominent as a Schenectady exhibitor, being connected with the Capitol and Cameo Theatres. Miss Kornmehl is executive-secretary in the importing house of Hyams, Inc., of New York.



## Denver



FRANK HARRIS, Western Division Sales Manager of Pathe, was a Denver visitor this week, spending a few days with S. B. Rahn, local Pathe branch manager.

Carl Judge of Wheatland, Wyo., owner of the Iris Theatre of that city, and J. J. Lynch, exhibitor from Laramie, Wyo., were Denver visitors this week. Jim Lynch stopped over in Denver Friday on his way to Boulder, Colo., to see the Wyoming and Colorado Uni-

versity football game. Mr. Lynch is a great football enthusiast, his state university being located in Laramie.

J. C. B. Hopkins, chairman of the School Board of Willard, Colo., was a Denver visitor this week. Mr. Hopkins has charge of all bookings for the theatre in Willard, which is run by the school.

Nate Salmon of the Paris Theatre, Santa Fe, N.M., arrived in Denver Friday to transact business with exchanges.

Hugh Braly, Famous Players manager, made a trip to Salida, Colo., this week, where he attended the grand opening of the new Empress Theatre, operated by Senator and Mrs. Kelly.

Joseph Morgan, operating the Arriba Theatre of Arriba, Colo., has taken over the Royal Theatre of Flagler, Colo., from C. C. Heck.

Pat Dowling, special exploitation representative for Christie Comedies, passed through Denver last week in his unique little French car which he calls the "Doodle

Bug." Mr. Dowling is on a trip across the country in the little car, which if successful, will be the first coast to coast trip in an automobile as small as the "Doodle Bug." Mr. Dowling spent several hours here visiting A. P. Archer, manager of the local Educational Exchange.

J. H. Ashby arrived back in Denver Saturday after a ten-day sales trip on the western slope of Colorado. Mr. Ashby is president of the Denver Film Board of Trade and First National manager here.





## Salt Lake City



ON October 20th, Louis Marcus, District Manager for Famous Players-Lasky Corporation, and Branch Manager Lawrence J. McGinley, will leave for French Lick Springs to attend the Paramount sales convention held there. They will be joined at Denver by Hugh W. Braly, manager of the Denver Paramount Exchange.

H. B. Loveless, who has been checking the Lloyd engagements for Paramount, has recently entered the employ of the Famous Players Exchange in this city, in the booking department.

Lawrence J. McGinley, local manager here for Paramount, has been confined to his home by illness.

M. W. Peterson, operating the theatres at Fillmore and Konosh, is a Film Row visitor in this city.

J. L. Tidwell, salesman out of the local Fox office, is leaving for a trip of two or three weeks' duration into the Southern Utah territory.

C. MacKain, Home Office Representative for Associated First National, has just completed his work at the Salt Lake Exchange, and has left for the Denver office.

W. F. Gordon, manager of the local Associated First National Exchange, is back from Montana.

Max Stahl, Home Office Representative for Educational, left here the latter part of the week to return to New York by way of Denver.

Pat Dowling, publicity manager



On his way South, Pat Dowling of Educational, stopped at Norfolk, Va., to let Herman Stern of the Granby Theatre, sign the Christie register on the rear of the famous little French motor car

for the Christie Studios from Hollywood, is expected to arrive in this city October 15th with his little French Citroen car in which he is making a transcontinental tour.

Clyde H. Messinger, Branch Manager of the Educational Exchange here, leaves this week for a swing through the Southern Utah country.

The local Universal Exchange is now located in the new film building, having been moved this week.

Manager Mathew Aparton, of

the Universal office, is leaving for the territory right away, as is Tony Hartford, sales representative.

J. A. Epperson, local manager for Pathe, leaves this week for a trip into Cache Valley.

Seth D. Perkins, District Manager for Metro-Goldwyn-Mayer, is spending about one week at the exchange here.

"Ben-Hur" is to have its premier showing here at the Salt Lake Theatre, October 25th, and will be run for six days.

Ed Norman, manager of the

Capitol Theatre at San Francisco, Cal., is visiting his former home in this city, due to illness. He expects to return to San Francisco within a short period.

Ray Hendry, Assistant Manager to Carl A. Porter, of the Victory Theatre here, is leaving this week for Idaho Falls, Idaho, where he will be in charge of the Idaho Theatre during the absence of Joe Koehler, manager there, who has found it necessary to undergo an operation due to serious illness. Hendry expects to be gone for a period of about six or eight weeks at the culmination of which time it is expected that Koehler will be completely recovered.

Mrs. J. B. Harrison, of the Mission neighborhood house here, reports that fall business is very good at this theatre.

George Smith, owner of the Rialto and Gem theatres at Magna, Utah, is lining up new business along Film Row here, this week.

John Rugar, of the American, Orpheum and the Egyptian Theatre, which is now under construction at Park City, Utah, is spending a few days in this city.

J. Myers, operating the Bluebird Theatre at Garfield, Utah, is among exhibitor visitors here this week.

The many friends of Thomas Berta, exhibitor at Rock Springs, Wyo., will be grieved to learn that he has been very ill with influenza. His condition has been improving within the last few days.

Al Hager, owner of the Rex Theatre at Idaho Falls, is visiting with the various managers along Exchange Row here.



## Kansas City



ANOTHER elaborately constructed suburban theatre will be added to the chain of Midwest Theatres, Inc., in Kansas City. Work on the 1,600-seat Rockhill Theatre at Forty-sixth Street and Troost Avenue began this week. The structure, which will include office space, will cost in excess of \$300,000. The Rockhill Theatre Building Company is the owner of the property, while the Midwest Theatres, Inc., is the lessee and future operators. The theatre will be constructed by the Reyburn Company, Shepherd & Wiser being the architects. The manager of the house has not yet been decided upon.

A Scottish Rite Temple and theatre to seat 4,000 also was announced this week in Kansas City by Arthur L. Williams, chairman of the building committee of that organization. The structure will cost \$1,333,000, according to present plans, although the type of attractions to play in the theatre has not been determined.

Miss Hope Jeffrey, a member of the company permanently attached to the Globe Theatre, first-run house of Kansas City, was injured Saturday when she was struck by a truck, suffering bodily injuries.

There was an avalanche of excuses for being in St. Louis this week by film salesmen, exchange

managers and others. Of course, they had "business to attend to," but, was not there a world's series in progress?

Joe Silverman, of the Independent Film Corp.; Bill Warner, of the First National; W. E. Trough, Universal district manager, were among the St. Louis visitors.

Tom Byerle, assistant First National manager, installed a radio in his office and succeeded in keeping most of the force at home, listening to world's series results.

Roy Churchill, F. B. O. branch manager, left for Topeka, Kans., on a business trip.

C. D. Hill, P. D. C. division manager, was a Kansas City visitor.

E. C. Rhoden, Midwest Film Distributors manager, is in the territory looking for more contracts, as is "Red" Jones, of the Educational branch.

Charles Russell, Warner representative in Kansas, has resigned.

J. R. Grainger, general sales

manager for Fox, was a Kansas City visitor.

A number of Kansas City exchange representatives and exhibitors from surrounding towns attended the opening Friday of the new Electric Theatre, operated by Grubel Bros., of Kansas City, in Joplin, Mo. The house has undergone complete remodeling and redecorating.

Among the out-of-town exhibitors in the Kansas City market this week were: Arthur Perkins, Harrisonville, Mo.; S. C. Andrews, Gem, Olathe, Kas.; Mrs. O. Winkler, Main Street, Lexington, Mo.; Frank Weary, Farris Theatre, Richmond, Mo.; G. L. Hooper, Orpheum, Topeka, Kans.; R. V. Turner, Panama Theatre, Burlingame, Kans.; S. E. Wilhoit, Jefferson, Springfield, Mo.

When Fred S. Meyer, in charge of Universal Theatres in the Kansas City territory, and Adolph Eisner, in charge of the booking for

Universal, left for Springfield, Mo., and Moberly, Mo., Sunday night to attend the opening of new Universal Theatres in those towns, they saw to it that Harry Taylor, Universal branch manager at Kansas City, and Mrs. Taylor went along in the special car which had been chartered. Difficulty was experienced in booking opening acts for the theatres. Mr. and Mrs. Taylor are known to radio fans of the Kansas City territory as the "Ukelele Songsters," so they were given a real tryout, along with other acts which had been booked.

According to word received from Pathe this week, R. S. Ballentyne, Assistant Southern Division Sales Manager, has taken temporary charge of that organization's Kansas City branch following the resignation of F. W. Gebhardt as branch manager.

Mr. Ballentyne will serve in the capacity of acting branch manager until such time as a definite appointment is made.

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## Des Moines



**A**NNOUNCEMENT of the resignation of Chris G. Behrens, manager of the Garden Theatre, Davenport, Ia., was made recently. Mr. Behrens has sold his interest in the Family Theatre, where he started in business in the motion picture industry in Davenport, to the A. H. Blank interests of Des Moines. He retains his interest in the Storage Battery Service Co.

Mr. and Mrs. Behrens will spend the winter in California, returning to Davenport in the spring. His plans for the future have not been definitely made.

Chris, as his many friends in Davenport know him, has lived there all his life except for two years spent in Milwaukee shortly after his marriage. He is a pioneer in the motion picture business, having started here 13 years ago with the Family. He managed that theatre until this spring, when he became manager of the Garden. He is well known in Davenport and has a host of friends who will regret to learn of his resignation.

During the number of years Mr. Behrens spent in the motion picture business, he made the acquaintance of many in the selling and advertising departments. Should any care to get in touch with him at the present time, they can do so through the Storage Battery Service Company, 518 W. Third Street, Davenport, Ia., where they will forward his mail.

Al Yarowsky, formerly short subjects booker for Universal, is now head of the booking department, having worked his way up from the shipping department before that, through the kind of industry, and so forth, that the Alger stories exploited. L. G. Allison, who was booker for Universal, went to Kansas City where he will be with Manny Gottlieb, who was transferred to the Southern branch

from the managership at Des Moines.

W. T. Biggs, who has the Unique Theatre at Anita, has closed his theatre for a short time in order to do a little remodelling.

Ollie Reese, formerly at the headquarters of the A. H. Blank Enterprises, is now secretary for N. C. Rice, manager of the F.B.O. Exchange. She is a brunette addition to the staff which is otherwise made up of the blonde variety.

C. H. Lawrence, at Strawberry Point, has sold his theatre, the Lyric, to A. P. Shadow. Mr. Shadow is also owner of the Colonial Theatre at Cedar Rapids. Mr. Lawrence is planning on going south to Florida for the winter.

Five hundred dollars in lobby frames, a generator and a Peerless transvector were bought by the Strand Theatre at East Moline. This theatre is the opposition to the Le Clare, which was recently bought by A. H. Blank.

A. C. Wilson, auditor from the New York office, who has been in Des Moines since the opening of the new Fox Film Exchange here, left for Omaha.

Office Manager Thiele, of the National Theatre Supply Company at their Des Moines office, states that the last month was the biggest month that they had seen in the past year.

S. G. Harsh has bought the theatre at Boone, Ia. It was formerly owned by Prine and Evans.

Ray O'Brien, assistant manager at the Omaha office of Fox for the past two years, is assisting Ben Reingold, manager for the new Des Moines office.

The Willard and Strand at Creston have been bought by Roy Benson from Harry Frankel.

Another theatre change is the Star Theatre at Davenport, which was transferred from H. G. Earll to E. Lee Barnett.

A new theatre has been opened

at Rowan, Ia. A. A. Williams has opened up a theatre there which he has christened the Empress.

Other recent theatre changes are the Strand Theatre at Pomeroy, which was bought by C. C. Becker, the Opera House at Milo, which was bought by George Manners from H. E. Jacobs, the Star Theatre at Lake City, which was purchased by Larson and Peterson, the Opera House at Flors opened up by Mr. Plank, the Opera House at Castalia, which was sold to the Community Club by Ed Rodenkirk, the Magic Theatre at Pierson bought by Fred Struve from J. H. Brownell, the Park Theatre at Morningside transferred from Goodwin and Hilton to J. C. Duncan, the Family Theatre at Leeds bought by Mrs. Mae Gipple from Lawrence Brookhart, the Leeds Theatre at Leeds, bought by Mike Danese from B. G. Schmidt, and the Auditorium Theatre at Harlan, bought by B. G. Schmidt from J. F. Eardman.

J. R. Forseman of the Strand at Jewell, E. M. Fantan of the Fantan Theatre at Gilman, C. A. Boltsley of the Unique at Bussey, P. F. Madden of the Masonic Theatre at What Cheer, and J. W. Alstatt of the Lyric at Fort Dodge, were visitors at the film exchanges.

Ira Cohen, district manager for Fox, was at the Des Moines office last week.

J. Benjamin Gerbracht, head of the Ames Theatre Company of Ames, Ia., announces that he is closing the Twin Star Theatre for the first half of the week and that it will play on Thursday, Friday and Saturday. The Star and the Princess will be continued on the all-week schedule.

A. W. Nichols, district manager for Famous Players, made the Des Moines branch last week.

The Fox Film Company has issued invitations to all the exhibitors of the state for their

formal opening. The date of the opening was set as October 19 and October 20. Ben Weingold, manager of the new office, will head the reception committee.

N. C. Rice, manager for F.B.O., returned from a very profitable trip through the Eastern key cities.

Waldo Hackman is leaving Des Moines where he has been a member of the sales staff of First National, to go to Kansas City, where he will take on the booking job for the Pathe office.

John A. Thurlow has bought the theatre at Nora Springs. He took immediate possession.

A new theatre is going in at Storm Lake, Ia. This theatre will offer opposition to the Princess and the Empire there. It is thought that a new building will not be constructed for the theatre, but that one of the Storm Lake properties will be remodelled.

Carl Plantz, formerly manager for the Western Theatre Supply Company of Des Moines, is traveling central Iowa for the National Theatre Supply Company, which recently took over the Western Theatre organization. The Eastern part of the state is being covered by Mr. Wachter, who comes from Kansas City.

Ralph Pratt, one of the well-known exhibitors of the state, and owner of the Fox Theatre at Washington, visited Film Row last week. Others who were in were C. E. Carrigher, of the Park Theatre, at Clear Lake, who made a fast trip down in his fast stepping Packard; Tom Waugh, of the King Theatre, at Albia; C. H. Lawrence, of Strawberry Point; H. G. Simpson, of Sigourney.

The first shipment made out of the new Des Moines branch of the Fox Film Corporation was to E. P. Smith, of the Strand at Newton. J. E. Carven, manager of the Crystal Theatre at Kellogg, was the first one to sign up for a contract.



## Cleveland



**L**EO DEVANEY, manager of the local Universal Exchange, has made it worthwhile for his sales force to work for the button that is emblematic of leadership of the Laemmle Go-Getters Club. Instead of having an unadorned gold button which is worn by the leading salesman of the week, Devaney has had a diamond mounted in the button. And this diamond button will become the property of the salesman who succeeds in holding top place four weeks in succession, on three occasions during the year. This is Devaney's personal contribution to the contest, which is based on the percentage of sales as against the quota in the territory. It is four weeks since Devaney made his offer. To date the honors have been evenly divided, each of the four members of the sales force having won it once. Ownership of the button, Devaney thinks,

is a greater incentive for successful competition.

Robert Cotton, Central Division Manager for P.D.C., will return from the New York P.D.C. convention just in time to hold a regional convention here next Sunday and Monday. This meeting will be attended by all exchange managers, salesmen and bookers of the offices in Cotton's territory, which includes, in addition to Cleveland, Cincinnati, Indianapolis and Detroit. H. O. Duke, assistant secretary for P.D.C.; Carroll Trowbridge, Christy representative, and R. H. Clark, assistant sales manager, will each make addresses.

Dan Stearns, Universal City salesman, is motoring to Asheville, N.C. If his tires behave and he doesn't encounter any engine trouble en route, it'll be a vacation.

Phil Dumas, recently made sales director of the Reginald Denny

Productions, was in town last Saturday and held a conference of the entire local Universal sales force. This was Dumas' first trip in the territory in his new capacity.

R. V. Anderson, sales manager of International News, stopped off here for one day last week on his way to Canada, where he is making a tour of exchanges.

M. C. Howard, manager of the Cleveland exchange of Gotham Pictures Exchange, Inc., has secured the services of H. Hirsch as sales manager of the Akron-Canton-Youngstown territory. Hirsch has been connected with J. S. Jossey and the Progress Pictures Company for the past four years.

J. E. Smallwood, who has just completed his course in student salesmanship under the training of Leo Devaney, local Universal Exchange manager, has been assigned to the Omaha Universal branch

office. He reported last Monday for active duty.

Carl Hohage, for four years home office manager for the Standard Film Service Company, has turned his back on the movies and is now connected with a local electrical refrigeration company.

Albert L. Goodsteen is now combining the duties of home office manager and supervisor of the Cleveland office of the Standard Film Service Company.

Howard Feigley took time off from his duties as general manager of the Rivoli and Palace theatres, Toledo, to buy for himself and family, a beautiful new home, which is said to be one of the show places of Toledo.

Al Green, musical director at Loew's State Theatre, has just completed thirty years as an orchestra leader. He gave a party to the boys of his present orchestra to celebrate the occasion.





## Detroit



**FELIX FEIST**, general sales manager for Metro-Goldwyn-Mayer, was a Detroit visitor last week for a banquet which was tendered to the local sales force and department heads. W. F. Rogers, in charge of Eastern branches, and George A. Hickey, district manager, were also present.

Isham Jones and his Orchestra, after an absence of four weeks, returns to the Capitol Theatre week of October 17, for the balance of the season.

Oscar Hanson, manager of Pathe, will return this week from Omaha, Neb., where he went to visit his mother and father.

James Kent, formerly manager for Warner Bros. in Pittsburgh, is now connected with the local branch of United Artists as salesman. Kent will patrol the western part of the State.

Auditor Reed, of the Metro-Goldwyn-Mayer Exchange, is confined in his hotel on account of a sudden illness.

The Lyric Theatre at Mt. Clemens, Mich., is being completely remodeled and a new organ is to be installed.

Jess Veldman, who has been cashier for Warner Bros. for some time, has been promoted to booker. Jess succeeds Leo Sanshie, who has gone over to the Fox Exchange to take charge of their booking department.

The Wadlow Bros. opened their new Colony Theatre, located on Mack Avenue and Nine Mile Road, last Saturday. Although the new house seats only 600 people, it is



By this time Pat Dowling is 'way out around the Salt Lake City territory signing Utah exhibitors on his Christie register. That accounts for the fact that John W. Cook, of the Arcadia Theatre, Reading, Pa., is wearing a straw hat

equipped with the latest equipment, including a Wurlitzer organ. Besides the New Colony Theatre, the Wadlow Bros. also operate the Virginia Theatre in Detroit.

Chester J. Lowe, Cincinnati manager for Producers Distributing Corporation, was in Detroit last week on a short business trip.

Miss Grace Armstrong, cashier at the Warner Bros. Exchange, has been absent from the office for a few days on account of an automobile accident. Only a few minor bruises resulted from the mishap.

Salesman Sam Nathanson of P. D.C. is a happy man these days,

as he is all full of smiles. The reason is that his little baby girl can now say a few words. Sam had asked her whether she had been a good girl and to his surprise she had answered him, "Daddy, I don't know."

E. J. Purcell, formerly connected with the Trans-Canadian Theatre Chain in Toronto, Canada, is now associated with the local branch of Universal.

Del Walt, who has resigned from P.D.C., is now covering a section of the State as salesman for Fox Film Company.

Sam Barrett, connected with

Metro-Goldwyn-Mayer for over nine years, has resigned to become assistant to manager Lester Sturm of the Detroit branch of Fox Film Company.

Charles Hagedorn has resigned as manager of the Lasky, Detroit, to join the George F. Koppin real estate department.

The Oakland Theatre at Pontiac, Mich., is broadcasting a one-hour entertainment of vaudeville and organ recital three nights each week through WJR Station.

Joe Friedman, manager of the New York exchange for Universal, was in Detroit last week on business.

Mike Schoenherr, who had managed the Columbia Theatre for a good many years, is now in charge of the Strand Theatre and L. H. Gardner is to manage the Columbia.

Frank E. Stewart, district manager for Producers Distributing Corporation in Dallas, Tex., has stoppd in Detroit for a few days. Mr. Stewart was all dressed up with one of those big cowboy hats.

Frank Howard and Charles Schweitzer have been two-timing for P.D.C. this week throughout the State.

Ray Moon, Detroit branch manager for Universal, has just returned from Chicago.

Fox Film Company has installed a play date department in the Detroit exchange and Al Champaigne, who is assistant manager, will be in charge.



## Butte



**A MEETING** of the Film Board of Trade recently took place in the office suite of Secretary Harry Meyer. There was a full attendance and the usual routine business came before the members. A resolution was passed expressive of satisfaction over the speedy conviction of the theatre men involved in the "bicycling" case and appreciation was extended to Harry Meyer for his efficient handling of the case. The film members went on record for starting a vigorous campaign against all "bicyclers" of films or the violation of the national copyright law.

There is great rejoicing in the local Pathe Exchange over the fact that the local attaches won in their range in the Great Scott Billings Roundup. It was a hot summer's job and the salesmen under the direction of Manager W. M. Hughart worked long hours under a blazing sun.

The prizes were as follows: W. M. Hughart, manager, \$500; Claude Hall, booker, \$200; Anna McGonigle, cashier, \$200; T. J. Walsh, salesman, \$250; and G. H. Warren, \$250.

"Rick" Warren is covering eastern Montana and Tom Walsh is making a swing over the western part of the state in the interest of Pathe serials as well as other Pathe features.

C. P. Scates, the new manager of the American Theatre, has been exceedingly busy since his arrival in Butte from the Coast. He has issued a news letter to the press in which he states his policy for the American and expresses the faith he has in Butte's appreciation of the high class of programs which he expects to book for the Amer-

ican and the musical features that will be a big part of every program. General Manager Harry Arthur, Jr., is expected in Butte this week to join Mr. Scates and to talk over the plans for North American Theatres with the Montana managers who are Will Steege of Great Falls, W. J. Sullivan and C. P. Scates, of Butte.



Just because we've put Dave Snapper's photo under a Montana masthead, doesn't mean that Mr. Snapper has moved. According to Pat Dowling who is conducting a Christie Comedy Drive, Dave is still happily retailing pictures at the Strand Theatre, New Brunswick, N. J.

Rolla Duncan, who gave up his theatre work recently to accept the position of postmaster for Billings, has resigned the position and is at Lewistown, where he has taken a ten-year lease on the Judith Theatre. He is spending some \$30,000 in remodeling and expects to make it one of the classiest and most modern playhouses of the West.

W. A. Simons was in Seattle recently with his manager, E. K. Taylor, who directs the Rialto Theatre at Missoula. Mr. Simons is quoted as considering plans to open a theatre in Kalispell.

Knitson and Hyde, who own the Strand Theatre at Miles City, are planning to erect a new theatre on the old site and it is arranged that the new playhouse is to be a model theatre of splendid proportions and one that will reflect credit on the city as well as the theatre men.

Bill Steege of Great Falls, who has charge of the North American theatres, the Capitol, Grand and Liberty, has been out duck hunting and came home with the limit of ducks after being out one day. Steege is some hunter to bag the limit the first day out.

Manager Chester L. Wingham of the Metro-Goldwyn-Mayer exchange of Salt Lake City spent last week in Butte.





## Baltimore



THE Century and Parkway theatres, here, were reopened to the public Monday, October 4, under the control of Loew's, Incorporated. The Century has been entirely rebuilt inside and extensive alterations were made on the Parkway. Plans for the work on both houses were drawn by John Ebersson, architect, Chicago.

Reopening the Century was like the opening night of a new house. The opening at each playhouse went off without a hitch and the entertainment given was thoroughly enjoyable. The invited guests were taken care of excellently in sections provided for them even though both houses were crowded to the doors.

Radio, stage and movie celebrities were among those present. Among those who attended were members of the Capitol family, known to radio fans: William Russell, Helen Ferguson, Mack Sennett, George Sidney, Carmel Myers and Baby Sylvia Froos.

The Loew Interests are represented in Baltimore by Herschel Stuart, who is managing director of the Century, Parkway and the Valencia atop the Century to be opened later. U. S. Brummell, formerly manager of the Century, is now manager of the Parkway, while Larry Shead, formerly with Balaban and Katz, Chicago, is in charge of the Century.

E. C. Jeffress, formerly publicity manager for Loew's Century and Parkway theatres, here, has resigned his position. He has been succeeded by Norman W. Pyle, who is employed by the Theatre Department of Metro-Goldwyn-Mayer and handles radio broadcasting in Washington and the publicity for the Palace Theatre there also.



Here's two more who turned out to greet Pat Dowling during his Christie Comedy Drive. Jake Silverman, of Silverman Bros., Altoona, Pa., is on the right with the straw hat. Ray Brown, publicity director of the Altoona Strand, is on the left

A new orchestral organ has been installed in the Boulevard Theatre, Baltimore. That house is operated by Harry Schwalbe, Philadelphia, Pa., and managed by M. H. Rogers.

L. J. Le Faucheur, who had been associated with theatres in Norfolk, Va., for 38 years and had an interest in developing the Wells Enterprises, has left the Virginia city to become associated with a construction firm in Philadelphia, Pa.

The bookings for the Wilmer and Vincent theatres, Norfolk, Va., will be handled by Mrs. N. L. Rich, formerly with the Wells Interests.

The Victor Theatre, Norfolk, Va., operated by Wilmer & Vincent, has reopened after having been entirely reconstructed inside.

A new lighting system is being installed now in the Rialto Theatre, Washington, D.C., and the stage is being enlarged. During the interim, while the work is being done, stage attractions will be abandoned.

A moving picture theatre to cost approximately \$25,000 is to be built in New Market, Va., by William Dalke, owner of several other theatres in Virginia.

T. Hohleneck, formerly doorman at the Parkway Theatre, has been transferred to the Century Theatre, in the same capacity.

The Isis and Trenton theatres, Lynchburg, Va., have now begun their winter policy of two pictures a week with summer prices still existing.

The Opera House, Frederick, Md., was scheduled to reopen about October 1, and the Tivoli, being built in that city by the Stanley-Crandall Company, Washington, D.C., is expected to be finished in about six weeks' time.

L. M. Baker, operator of the Empire Theatre, Winchester, Va., has recently taken over the Colonial Theatre of that city and after extensive decorating and the installation of new Simplex projectors and a Hertner transverter, reopened the house to the public on October 2. The policy of the house will be straight first-run pictures of the better type at popular prices.

Jack Mark's new theatre project at Clarksburg, W. Va., is well under way, ground having been broken and foundation work progressing nicely. This theatre will be one of the finest in this section of the country when completed some time during the early part of 1927. Mr. Marks also operates Marks' Orpheum at Clarksburg.

It is said that Parkersburg, W. Va., a city of 39,000 population, is one of the few cities of this size which boasts of a modern neighborhood theatre. Pete Thomas, owner of this house (the State), has broken ground on the adjoining property for the construction of the New State which will seat about 750 on one floor and be ready for business during January, 1927. Mr. Thomas has purchased a Robert Morton organ for installation in the new house.

J. W. Heaton, manager of the Opera House at Cairo, W. Va., has recently taken a lease on the Gaiety Theatre at Pensboro, W. Va., and will continue to operate it on the same basis as run by former manager Hammond. The latter has been in bad health for some time.



## Southwest



JOHN FEENEY, former owner of the Cozy Theatre at Okmulgee, Okla., is now managing the Jackson Theatre at Pawhuska.

N. P. Eberley, for two years and a half manager of the Oklahoma City office of Educational, left Thursday for New Orleans where he will be in charge of the Educational Exchange. Mr. Eberley's promotion comes as a result of the splendid showing he has made with the Educational Exchange here. The local office has stood second of all the Educational exchanges in the country during the last few weeks.

Mr. Cammer, who has been selling for Educational for the last year, will succeed Eberley as manager here.

The Griffith Amusement Company has purchased the new theatre being built by Jake Jones at Seminole, Okla. The new house

will be ready for opening in the next 30 days.

M. M. Hite, assistant booker at Famous Players-Lasky, has resigned to become manager of the two Griffith theatres at Cromwell, Okla., The Rex and The Liberty.

Sam Clayman, erstwhile Bartlesville exhibitor, and later half-owner of the Oklahoma Independent Film Service Company, is visiting film circles this week. Mr. Clayman is now in the grocery business at Pampa, Tex.

Fred Smith has sold his theatre at Mounds, Okla. (the Home), to H. C. Cruze.

C. O. Murphree was in town this week booking pictures for his new theatre at Sand Springs, Okla. The Liberty, as it will be called, will soon be ready to open.

Mr. and Mrs. A. J. Fishbaugh were in town recently purchasing

equipment for a new theatre they are installing at Kellyville, Okla.

C. P. Anderson is a grandfather for the third time. Miss Eva Maxine Hueston, 9¾ pounds, is the new arrival at the home of Mr. Anderson's daughter, Mrs. F. D. Hueston.

Otto White was in town last week making arrangements for a new theatre in Canyon, Tex.

C. R. Zears, secretary of the Film Board of Trade, gave a dinner at his home last Monday night in honor of N. P. Eberley, who left for New Orleans to become manager of the Educational office there. The guests of the evening were the members of the Film Board and a few of Mr. Eberley's personal friends in the exchanges. There were seventeen at this stag and after a splendid dinner the men spent the evening most enjoyably and more or less profitably with Poker and Hearts.



Dorothy Revier, star of "Stepping Out," a Columbia production





# Minneapolis



**M**ARRIED life began with a bump for John De Marce, of the Viking Theatre, Benson, Minn. With his bride and her sister he was driving on Superior Boulevard, two miles out of Minneapolis, when the car was demolished by collision with another machine. The occupants of both cars escaped with only slight injuries.

William A. Taylor has arrived in Minneapolis to take charge of Fox publicity for this district. He has been stationed at Dallas and Boston and is a veteran in the business.

Minneapolis and Des Moines territories of Universal have been added to the district handled from Kansas City where Bill Truog will have charge.

Dick Baasen, Minot, N. D., owner of the Arcade and Strand Theatres, is the new head of the new Lions Club there.

E. M. Saunders, general sales manager; S. A. Shirley, district manager, and G. T. Wassell, traveling auditor, put in a part of the week at the Minneapolis office of Metro-Goldwyn-Mayer.

A three-months' leave of absence to visit his mother in England has been granted W. H. Johnson, First National salesman, whose father died in England last week. He has been handling South Dakota.

A. W. Nicholls, district manager of Famous Players-Lasky, has been succeeded by Ben Blotcky, manager of the Kansas City office of the company, it is reported. He formerly operated a theatre in St. Paul and for a time was a Paramount salesman in Minneapolis.

L. W. Colon, of the Colonial Theatre at Hamburg, Ia., has opened his theatre for Sunday shows, it is reported, in response to public demand.

Arthur Gluck has opened his new \$60,000 Columbia Heights Theatre in Minneapolis. N. J. Portlance is managing the house which seats 586.

John Ludwig, president of Ludwig Film Exchanges, Minneapolis and Milwaukee, is arranging for new product and visited Minneapolis during the week.

Mathewson Brothers of Triumphant, Minn., and G. N. Turner, of North Branch, Minn., have bought new projectors.

Eddie Gruenberg, formerly with Pathe, has joined F. B. O. sales staff in Minneapolis and will handle northern Minnesota.

The promotion of Al Harris, F. B. O. booker in Minneapolis, to the sales department to handle North Dakota was followed by the advancement of Frank Reuillard from the advertising department to the book, while Bill Bennett, formerly of Metro, has taken Reuillard's place as advertising man.

R. T. La Grille, veteran owner of the Grand Photoplay Theatre at New Duluth, is on his first visit in fifteen years to his old home at Muscatine, Ia.

Jack Raper, former Fox salesman, is back with the Fox forces after a short time on the staff of Producers Distributing Corporation.



Pat Dowling, on his Christie Drive for Educational, did not do so well with this one; still, you will recognize I. Levy and M. Lind, of the Hildinger circuit in South New Jersey

Frank Hallowell is back on his North Dakota territory for Fox after recovering from an operation.

After extensive remodeling, the Electric Theatre will open next week at Ruthven, Ia.

The American Legion Post has taken over management of the Amuse-U Theatre, Wheatland, Ia., from W. C. Endorf.

Pace and Pauma have assumed management of the Star at Lake City, Ia., recently purchased from Mr. and Mrs. J. C. Larson.

O. M. Larson, of Lynd Minn., has added the theatre at Ruthven to his string.

L. E. Zweig, formerly of Kilgen & Sons, is now selling organs for W. J. Dyer & Bros. in this territory.

E. Lee Barnett has bought the Star Theatre at Davenport, Ia. He comes from Prescott, Ariz.

Glen Ellison, former Robertson & Cole booker, Minneapolis, has returned from Oklahoma City to attend the funeral of his mother. He is now with Universal sales staff.

Elmer Weller, of McGregor, Ia., will assume management November 1 of the Princess Theatre, Traer, Ia., which he has bought from Pace and Bauma and William McGraw.

The Cogswell Opera House will operate a weekly picture show at Brampton, near Cogswell, N.D.

The Strand Theatre has opened at Platteville, Wis., under management of Fred Cook.

Sid Louis, Minneapolis, Rialto Supply Company manager, went to Chicago for the Motion Picture Theatre Equipment Supply Dealers' convention.

Harry Lloyd, of Des Moines, is a new man on the Pathe sales staff in Minneapolis, handling western Wisconsin.

Blackmore Brothers have opened the new Superior Street entrance to their Orpheum Theatre, Duluth, which was formerly entered from a point half a block off the main street.

R. C. Nobeling, former manager of F. B. O., Sioux Falls, has joined Famous Players-Lasky at Des Moines.

E. C. Gerhart, formerly with United Artists, has gone to the Paramount branch at Omaha.

R. D. Stewart, Minneapolis Fox salesman, has been transferred to the Des Moines branch, but it is all on the books. The territory goes with him and he is still in charge.

Charles Silver has bought the Idle Hour at Eureka, S. D., and will rename it the City Hall.

Roy and Emerson McMinn and Frank Buckley made a flying trip to the Twin Cities last week. Flying is right, for they drove it in four hours flat.

C. E. Torrey, Warner salesman, has joined Producers Distributing Company branch and will sell North Dakota.

H. C. Gould will take South Dakota for Warner Brothers.

Minneapolis Warner Brothers branch is entertaining Sam Shapin, home office efficiency expert.

William Winters is the new Pathe booker at Minneapolis, replacing D. B. Chapman.

A. B. Leak, Minneapolis Famous Players-Lasky manager, has gone to French Lick, Ind., to attend the Paramount convention. He will go to New York for the opening of the Paramount Theatre at Broadway and Forty-third Street.

The Ulen Theatre at Ulen, Minn., has been opened with Lawrence Brandvold, manager, as one of the string of H. W. and A. Anderson, Detroit Lakes, who operate theatres at Detroit Lakes, Fosston and Frazee.

M. J. Frisch, Minneapolis F. B. O. manager, is visiting key towns in his territory.

M. J. Weisfeldt, F. B. O. division manager, is in Sioux Falls after a week at his office in Minneapolis.

L. E. Dawson, of the Gem Theatre at Shakopee, visited Film Row last week.

Mrs. Ella Chambers, of the Okay at Kerkhoven, Minn., was another visitor.

William J. Clark, who has just taken charge of the Minneapolis Fox office as manager, is being installed by E. T. Gomersall, former manager here, now located at Indianapolis. Mr. Gomersall is renewing old acquaintances. The new manager comes from Detroit, Mich.

F. H. Newton has resigned from the Minneapolis Fox sales force.

Benny Berger, Grand Forks string owner, was in Minneapolis last week.

F. H. Knispel, district representative of Producers, was in the Minneapolis office several days last week.

E. J. Lipson, Producers' manager in Minneapolis, took a tour through the territory.

H. J. Ludcke, of the Ludcke Theatre, St. Peter, Minn., was in town for two days.

W. E. Wester, of the Lyric, Le Sueur Centre, looked around Film Row the other day.

C. L. Torgerson, former owner of the Swinging Door Theatre, Dawson, Minn., visited Minneapolis exchanges to say that he was still avoiding the picture business in Dawson.

Ole Viste, Slayton, Minn., owner of the Murray Theatre, visited Minneapolis on his proceeds of the world series.

Jack O'Brien, of the Colonial Theatre, Tracy, was in town last week.

Sam Cornish, of the Princess Theatre, Sioux Falls, came back to his old stamping grounds to do some booking.

The Orpheum Theatre at Duluth now sports one of the biggest electric signs in the Northwest.

Prosper Schwie is back in charge of Finkelstein & Ruben interests in Duluth and Superior.

W. A. V. Mack, divisional sales manager for Pathe, came on from New York for a visit to the Minneapolis office.

A new theatre is going up in Napoleon, N. D.

Frank Matuska's new theatre at Jackson, Minn., will open about January 1.



Chas. C. Jones, of the Capitol Theatre, Harrisburg, Pa. Another "snap" that Pat Dowling, of Educational, caught on his recent trip





## Chicago



A PARTY of Chicago exhibitors, headed by Business Manager Jack Miller, of the Exhibitors Association of Chicago, and including Frank Schaefer, A. Saperstein, Ludwig Seigel and Sidney Selig attended the convention of the Motion Picture Theatre Owners of Michigan, which was held at Battle Creek, Mich., this week. Al Steffes and a delegation of northwest exhibitors joined the Chicago party here and accompanied them to Battle Creek.

Julius Lamm and Ludwig Sussman have purchased the Elite Theatre Building in Waukegan for a reported consideration of \$75,000, from Goodman & Harrison. This house is leased to Great States Theatres, Inc., the lease having eight years more to run. Messrs. Lamm and Sussman have a one-half interest in the theatres operated by Great States in Waukegan and Mr. Lamm is the managing director of their houses in that city.

I. Maynard Schwartz has discontinued the operation of his Short Subject Exchange and is devoting his entire time to furnishing special features, such as discovery nights, dance contests, dance revues, barrel of fun and presentations for motion picture theatres and clubs. Sam Levin, another



Leaning against the little Citroen car, which Pat Dowling is using on his Christie Comedy Drive, is Jas. C. Forgiione, of the Metuchen Theatre, Metuchen, N. J.

experienced theatre man, is now associated with Mr. Schwartz.

President Joseph Pollock, of the National Screen Service, was in Chicago this week for a conference with Manager H. C. Young of this company's local office.

Walter Dietz has resigned as manager of the Parkway Theatre,

which is owned by the Shirley Amusement Company.

The Ad-Sign Company has been incorporated by Joseph Cufal, president; George Gollos, vice president and secretary; Harry Smith, treasurer, and others.

M. E. Remley Enterprises are planning to open their new Ritz

Theatre in Richmond, Ind., the latter part of November.

Alexander Frank of the Alexander Frank Amusement Company of Waterloo, Ia., was a Film Row visitor this week.

Stanley Brown, who has been managing the Strand, Merrill and Mojeska theatres in Milwaukee, has also assumed the management of the new Tower Theatre. All are Saxe Brothers houses.

Lubliner & Trinz have transferred Manager Gallagher from the Covent Garden, Manager Hatfield of the Windsor taking the Covent Garden post.

It is reported that Clyde Elliott will have his new de luxe house in Evanston ready to open about Thanksgiving time.

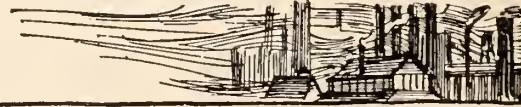
Fitzpatrick & McElroy are planning to open their new Tivoli Theatre at Richmond, about December 1st.

Harry Turrell, manager of Cooney Brothers Jeffery Theatre, is slated for the management of their new Avalon Theatre, which is scheduled for an early opening.

Vice President and General Manager J. A. G. Schiller, and Vice President R. P. Matthews, of the Robert Morton Organ Company, were in Chicago last week for a visit to their local office.



## Central Penn



THE Queen Theatre, St. Clair, Schuylkill county, formerly the Palace, has just been reopened after having undergone extensive improvements. The house has been remodeled throughout, and a feature of the improvements was the placing of 200 electric light bulbs for outside illumination.

The members of the Lions' Club of York recently were guests of C. O. Pippin, manager of the Strand Theatre, York, where a theatre party was given in their honor, a feature of which was the display of news reels of the international convention of the Lions recently held in San Francisco.

Edward R. Moore, York motion picture exhibitor and manager of the York Opera House, gave a farewell party to "The Aerial Smiths," trapeze artists, who early in October closed an engagement at the opera house—which is devoted to vaudeville and pictures.

George Schaeffer, formerly treasurer of the Rajah Theatre, Reading, has been transferred to the corresponding position in the Majestic Theatre, Harrisburg, both controlled by the Wilmer & Vincent Company. Mr. Schaeffer's successor at the Rajah is Mrs. Catherine Lewars, who was for several years treasurer of the State Theatre, Reading.

H. W. McLaughlin is making a number of improvements to the interior of the Gem picture theatre, East Baltimore Street, Greencastle, Franklin county, Pa. The auditorium is being redecorated with white and gold trimmings, and a new heating plant is being installed in the cellar.

Motion pictures depicting the work of the Department of Labor and Industry, of Pennsylvania, part of a series of pictures taken for exhibition in the Pennsylvania Building at the Philadelphia Sesqui-Centennial, were shown in the Hall of the House of Representatives in the capitol at Harrisburg,

on the evening of October 13, The title of the pictures was "Help Yourself."

C. Floyd Hopkins, head of the Wilmer & Vincent theatrical interests in Harrisburg and Reading, was chairman of the entertainment committee of the Harrisburg Rotary Club, at a Halloween party held by the Rotarians in that city on October 25.

The Franklin Theatre, Allentown, recently acquired from Nicola Iacocca, by Alexander Werner, of Reading, was closed during part of October to permit extensive improvements, including the installation of new projection machines.



## Canada



ANNOUNCEMENT is made at Toronto, Ontario, of the erection of a new suburban theatre at 2712-2720 Danforth Avenue by the Eastern Construction Company to cost \$150,000. The new house is to be leased to Famous Players Canadian Corp., it is stated. The owners of the new structure are Messrs. Posnick and Axler and the architects are Kaplan and Sprockman. The site has a 60-foot frontage with a depth of 140 feet. There will be stores on the street frontage and several office suites on the second floor.

A building permit has been issued by the City of Toronto to

George Hunt and R. McClelland, 2494 Yonge Street, Toronto, for the erection of a moving picture theatre at Mount Pleasant Road and Bellsizes Drive, Toronto, to cost \$60,000. Mr. McClelland is the manager of the Capitol Theatre, Toronto.

W. T. McKnight is announced as general manager of the Regent Theatre, a large downtown house of Famous Players Canadian Corp., in Toronto, which specializes in extended engagements of special film productions. Nelson Shea was recently appointed house manager of the Regent.

J. T. Isbell, of Toronto, has sold

his Melba Theatre, Queen Street East, Toronto, to Messrs. J. Starkman and H. Sugarman. He also recently sold the Rex Theatre, Toronto, to H. Rottenberg. Mr. Isbell is now in the market to buy another theatre.

A. L. Gaudet, manager of the St. John, N.B., branch of Film Booking Offices, has announced that this exchange is now established in spacious premises at 27 Prince William Street, St. John. Other exchanges in the same building include First National and Vital Exchange of Canada, Ltd.

The Danforth Theatre, Toronto, built by the Alens and later ac-

quired by Famous Players, is now controlled by Sam Bloom, proprietor of La Plaza Theatre, Toronto. The manager of the Danforth is now Sam Sternberg, formerly a special representative of the Allen interests.

The crack softball team of Famous Players Canadian Corp., Toronto, lost out in the last battle for the Ontario Provincial softball championship, being beaten by the Brantford, Ontario, team for the titular honors of the season. Famous Players cleaned up everything around Toronto and then captured district and Ontario semifinals but then lost in the final tilt of 1926.





# THEATRE MANAGEMENT EQUIPMENT CONSTRUCTION OPERATION

## How Army's Theatres Were Made Self-Supporting

105 Houses in Chain Catered to 4,500,000 Patrons Last Year;  
No Competition With Commercial Theatres

By R. B. Murray

Director U. S. Army Motion Picture Service

PIG POINT is the rather inelegant name of an army ordnance reserve depot on the James River some 12 miles or more from Norfolk, Va., reached by a none too accessible roadway. The total population of the reservation, soldier and civilian, man, woman, and child, is barely half a hundred. But being a civilized, if isolated, community, Pig Point must have its "movies," for in the realm of the military, as in the civilian world, the motion picture has progressed from a luxury to an essential. Two shows a week are provided for Pig Point's small population, on which occasions the average attendance runs close to forty. When the enforced absence of the military guards, the non-commissioned officers in charge of quarters, and those soldiers on other essential military duties is considered, it is evident that very close to 100 per cent. of the depot's available population is on hand on "show night." But motion picture machines, films, and electricity cost money, and at an admission rate of 15 cents, no profit can be expected from an attendance of forty persons.

### "Payers" Carry Losers

There are some seventy other army motion picture houses whose monthly statements are made to balance only by the liberal employment of red ink.

Despite this handicap, however, the U.S. Army Motion Picture Service, under the Adjutant General of the Army, is operating a circuit of 105 theatres on a self-sustaining basis with no governmental funds available to meet deficits, a circuit wherein nearly 75 per cent. of the theatres operate at a monthly loss.

The general framework of this military motion picture service consists of a civilian director, Mr. Raymond B. Murray; a theatre equipment engineer, Mr. Roger M. Hill, both located in Washington, D.C., and a director of bookings, Mr. Thomas H. Martell, located in New York City. The Service has six branch offices, conveniently located from a film distributing standpoint, and managed by:

New York City, N.Y., Thomas H. Mar-

*Within a comparatively short time the U. S. Army Motion Picture Service under its present administration was changed from a losing proposition to a self-sustaining business organization, efficiently operated and supplying entertainment to the men, women and children at Army Posts in the United States and the Panama Canal Zone. This is the first installment of an article describing the theatre organization and methods of operation, written for MOTION PICTURE NEWS by the man who took charge of the Motion Picture Service of the Army when it was losing money month by month and put it on its financial feet, Mr. Raymond B. Murray.*

tell; Washington, D.C., M. W. Smith; Kansas City, Mo., Fred Bund, Jr.; Dallas, Tex., W. E. Crist; Seattle, Wash., R. O. Schmidt; Canal Zone, R. C. Hayes.

Each year rental prices for the product of all the national distributors are negotiated by the director of bookings, Mr. Martell. The branch managers make the bookings for the theatres in their territories, arrange for advertising, etc., and make frequent contacts at the theatres to keep their fingers on the pulse of the audience and to advise in the conduct of the theatres.

### Run by Army Personnel

The theatres themselves are run entirely by army personnel. Their operation comes under the supervision of the post recreation officer, who, in some of the large garrisons, is assisted by a competent non-commissioned officer known as the manager. The theatre staff usually consists of a cashier, a doorman, an operator, and a pianist. When attendance warrants, orchestras of from three to ten pieces are employed from the personnel of the army bands on the posts concerned. All enlisted men connected with the army theatre system do this work in addition to their regular military duties.

A practical application of the "Big Brother" idea is the reason for the success of this interesting army business venture. The profits from the large posts, greatly in the minority, are used to support the non-profitable theatres on the small and isolated posts, where the showing of mo-

tion pictures is deemed most essential.

The extent of the support accorded to the Army Motion Picture Service by the personnel of the permanent military establishments is strikingly evident when it is considered that the surprisingly large attendance of 4,500,000 people during the past fiscal year was drawn from 94 posts and stations in the United States and 11 in the Panama Canal Zone, upon which the total military population, commissioned and enlisted, is approximately 60,000.

### High Standard of Programs

One of the greatest single factors in the success of this enterprise is the high standard of entertainment value which has been consistently maintained. The Service's slogan of "Always a good show at the War Department Theatre" is no idle boast. When a branch manager starts out on a booking trip he has well fixed in his mind the preferences of the audiences of each of his theatres and he books accordingly. The programs are carefully selected and well balanced to the end that they will be timely and novel and afford the utmost in entertainment value. The majority of the enlisted men prefer the western type of story and the best attendances are secured with this type, provided they have production value behind them. Discrimination is used, however, in the number of this type that are booked, to the end that the soldiers' taste for this type will not become surfeited. While the enlisted men form the bulk of the audience, attention is also given to the preferences of the officer personnel and their families. Copies of the booking sheets for each theatre are forwarded by the branch managers to the Director and the Director of Bookings, who, working separately, review them in an endeavor to find any weak spots. Should such weak spots develop, the branch managers are instructed as to the action to be taken.

The Service is able to keep closely in touch with audience reactions through its system of having the recreation officers forward a complete report on the reception

(Continued on next page)



## How Army's Theatres Were Made Self-Supporting

(Continued from preceding page)

accorded each program. By this means, the branch manager is kept well informed of the preferences of each audience.

The best proof of the high standard of service maintained and of the ability of the branch managers to gauge their audiences is found in the fact that out of 17,618 complete programs shown during the past fiscal year only 162 were reported as unsatisfactory by the recreation officers. In this connection, it must also be considered that where a patron of a civilian theatre may show his dislike for a picture by avoiding that theatre or that star in the future, the average soldier registers his disapproval immediately and in a way which cannot be misunderstood.

### Shows Well Advertised

Although many of the usual and unusual exploitation ideas are not practicable on an army post, the shows are well advertised. The conventional advertising media are used and are augmented by many theatres by mimeographed bulletins, printed programs, heralds, and trailers. The Service produces its own heralds at a cost considerably below that charged by the exchanges and is thus enabled to use this medium to a greater extent than would be otherwise possible. In addition, the Service has brought to light a number of officers and enlisted men with natural aptitude for this sort of work, and these men have been responsible for many novel and valuable exploitation ideas.

It will be appreciated, therefore, that within necessary limits each and every program is well advertised. In addition, and of equal importance in the successfully accomplished work of popularizing the Army Motion Picture Service, a campaign of institutional advertising has been carried on for over three years. The campaign has been highly successful and has resulted in a steady patronage of a great many patrons who are little concerned whether they know beforehand what picture is being played, feeling confident that under any conditions they will be well entertained by the theatre's offerings. Whenever improvements are made in the theatres, recreation officers see that every member of the garrison is acquainted with the fact.

(To be concluded next week)

## "Don Juan" and Vitaphone Atlantic City Run Closes

The Warner Bros. presentation of Vitaphone and "Don Juan" completed a five weeks' engagement at the Globe Theatre, Atlantic City, on Sunday, October 10. The attraction drew heavy patronage to the Globe during the entire run. It is reported that more than 50,000 persons had paid admission to see the double attraction during its stay in Atlantic City.

### Orchestra Feature of New Tampa

A 20-piece orchestra under the conductorship of John Ingram, former associate conductor at the Mark Strand in New York, is being featured as one of the leading offerings at the new Tampa Theatre, Tampa, Fla.

## The MANAGER'S OFFICE

F. E. WESP has assumed his duties as general manager of the Rialto and Eagle theatres in Pontiac, Mich. Both houses are operated by the Kleist Amusement Enterprises, Inc. Wesp recently resigned as manager of the Plaza at Sioux City.

HARRY E. HUFFMAN has been appointed manager of the new Aladdin Theatre, Denver, which is scheduled to open the latter part of this month.

LA VERNE WARNER, well known in Michigan as a theatre manager, is now in charge of the Caldwell Theatre in St. Joseph, operated by the Fitzpatrick-McElroy company. Warner managed the Riviera Theatre in Three Rivers since its opening and previous to that was manager of the Rex in that city.

JAMES THORNTON is the new manager at the Rialto, Providence. He formerly was associated with his father, Owen Thornton, at Riverport, Rocky Point, Arctic, and Westerly, R.I., as manager of those theatres.

HARRY M. HOBBS has been appointed manager of the Keith-Albee St. James Theatre in Boston. Herman Lorence, whom he succeeded, has been transferred by the Keith interests to New York.

BERNARD DEPKIN, Jr., who has managed the Metropolitan Theatre in Baltimore since it was opened, has resigned his position and has been succeeded by Frank N. Seltzer, formerly manager of the Fox Theatre, Philadelphia, Pa.

## Fined \$15 for Disturbing Theatre Audience

Because Dennis Albanese of Lynn, Mass., snored so loudly at a picture and vaudeville performance at a theatre in Scollay Square, Boston, that he disturbed the patrons, he was fined \$15 by Judge Sullivan in Boston Municipal Court.

According to the evidence, Dennis bought a ticket and took a seat in the far corner of the balcony. His snores caused ushers to arouse him and when he protested, they ushered him out to the lobby.

## Dorchester Strand Showing Vaudeville 4 Days

A new policy has been put in operation at the Strand Theatre, Dorchester, Mass., with four acts of vaudeville being presented with films four days a week, instead of on two days a week as formerly. Vaudeville is now presented from Thursday to Sunday inclusive with pictures, and pictures only Monday to Wednesday.

### Midnight Show at Watertown

The Liberty in Watertown, N. Y., staged its first midnight show last week, with the premiere showing of a picture. The midnight show is something new to Watertown and its 30,000 inhabitants, and attracted a large audience.

### Made Director of 3 F. & R. Houses

Finkelstein and Ruben have named James T. Stroud managing director of three of its St. Paul houses, the Park, Oxford and St. Clair. He was formerly with the American Express Company.

## New Price Scales at Two Baltimore Houses

Since it reopened a morning bargain show has been inaugurated at Loew's Century, Baltimore, from 11 a.m. to 12:30 p.m. daily at 25 cents admission, from 12:30 p.m. to 5 p.m. all seats are 35 cents, and in the evenings a schedule of 40 and 60 cents exists, which is ten cents higher than the former price of 50 cents in effect before the theatre closed for remodelling. With the reopening of Loew's Parkway the prices have been reduced to Matinees—children 15 cents, adults 25 cents; Evenings—children 25 cents, adults 35 cents. The former evening price was 50 cents. The Parkway is an uptown theatre, but a first run house.

## Detroit Madison Launches Long Run Policy

John H. Kunsky last week launched his Madison Theatre, Detroit, as a long run house. The Madison is the second of the Kunsky downtown Detroit theatres to operate on this basis, the Adams also playing long runs. The new policy was introduced with the presentation of "Bardelys the Magnificent," which had been booked for an extended engagement at the Adams, but owing to the congestion of bookings at that house, the new M-G-M production was selected to open the new policy at the Madison. Ads announcing the picture carried a personal endorsement of "Bardelys" signed by John H. Kunsky.

## Music Contest Open to All Butte Instrumentalists

Manager W. J. Sullivan, of the Rialto Theatre, Butte, Mont., is staging a contest of unusual character in drawing together musicians, who can play on almost any kind of an instrument from a "violin to pitch fork" and all intermediate instruments he says. The contest is to be staged for three successive days in conjunction with the regular programs at the Rialto. Cash prizes are to be awarded the most popular instruments as well as the one who gets the most music out of his toy. These home talent stunts usually draw a packed house and already much interest is being manifest over the new plans.

## Buddy Stuart With Famous Players in Canada

Laurence E. (Buddy) Stuart, who put over the very successful Greater Movie Season program for New England for the Hays organization and who was for some years manager of the Fenway Theatre, in Boston, has again joined the Famous Players organization and will have charge of special exploitation work in Canada. He is at present making his headquarters at the Uptown Theatre, Toronto, Canada.

### Boosts Prices for Better Shows

As a result of a recent experiment when admissions were advanced during a week's engagement of a feature, Sam Hochstim of the Star Theatre in Hudson, N.Y., decided to increase prices whenever pictures justifying the advance are shown.

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# Cambria Appointed to Post with Publix

## Leaves B. and K. to Become Art and Stage Director for Circuit

FRANK CAMBRIA has been appointed director of art and stage productions for the Publix Theatres Corporation and took up his new duties Monday at the home office of the corporation in New York. In assuming this position in the larger field which Publix affords, Mr. Cambria relinquishes a similar post in the organization of Balaban & Katz in Chicago, which he has held since 1920. During that period he planned the decorative schemes for the Chicago, Tivoli, Uptown and Oriental Theatres and supervised the remodeling of the Roosevelt and the opening of the Norshore and more recently that of the Michigan Theatre in Detroit. During that period also every stage production for these Balaban & Katz theatres has gone through his hands and it is his imagination that has been the controlling factor in the particular form of entertainment for which the Balaban & Katz theatres are famous.

It was this same imagination that took Cambria, at the DeWitt Clinton High School in York City where has been being prepared for Cornell University and electrical engineering, and set him to studying architecture and art in Cooper Institute. From that school he went to the National Academy of Design.

In 1900 he was apprenticed to Ernest Gros, one of the most prominent art directors of his day. He worked with Gros on such productions as "Ben Hur," "Darling of the Gods," "The Heart of Maryland," "L'Aiglon," "Under Two Flags," "Du Barry" and the various Rogers Brothers musical plays.

Later, Cambria returned to art, and for six years prospered as a portrait painter and mural designer. Then the motion-picture field "caught" him and he went to work, a pioneer in stage presentation, in the theatres of B. S. Moss. With his acceptance of the Balaban & Katz post he had his chance to develop a department of his own in which painters, designers, costumers, ballet masters, carpenters, electricians, all were fitted into niches.

### Pantages Vaudeville at Alhambra

The Alhambra Theatre, Milwaukee, introduced its new program this week which consists of several acts of the Pantages circuit in addition to the usual film offering.

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### RIVOLI PROLOGUE

A novel prologue for the presentation of "Men of Steel" (First National), was staged at the Rivoli Theatre, Chattanooga, as shown in the photo above. Combinations of red and blue lighting added materially in giving the steel mill effect of the setting. Soloist, who sang the Armorer's song from "Robin Hood," stood at anvil. An electrical hammer which threw sparks was used. Huge shadows on plain backdrop were the main features of the setting.

## Strong Bill Is Presented at Shea's Buffalo

Shea's Buffalo Theatre, last week presented one of the strongest bills ever offered the Buffalo theatregoers by a pictures and presentation house. The screen feature was "La Boheme," with a Fur Fashion Exhibit, staged in conjunction with local merchants, and the Publix unit show, "The Miracle of Youth," as the stage attractions. The fashion revue was widely advertised by the merchants and drew many patrons to the theatre. Buffalo girls acted as models to display the \$150,000 worth of furs and gowns exhibited in the act.

## Deslys Revue Plays Madrid and Isis, Kansas City

The Deslys Sisters, dancers, in an act called the Royal Revue, played both the Madrid and Isis theatres, Kansas City, last week, as the stage feature presented in conjunction with "So This Is Paris." The new policy at the Isis introduces the presentation idea for the first time in a suburban house in the Kansas City district. The house recently was taken over by Universal.

## Van and Schenck Stars of Stanley Stage Bill

Van and Schenck headed the stage attractions offered last week at the Stanley Theatre in Philadelphia. The program, which presented "Into Her Kingdom" as the screen feature, also offered a dance symposium in which Renoff and Renova were the principal artists.

## Present "College Week" at Capitol, Detroit

Waring's Pennsylvanians completed a four-weeks' engagement as leading presentation feature at the Capitol Theatre, Detroit, last week with a "college week" pro-

gram tying up with the screen attraction "One Minute to Play." Appearing with the musical organization were the Glorias, dance team; Margie Coates, who specializes in syncopated songs, and The Cavaliers, a quartette.

This week the Isham Jones orchestra returns to the Capitol after an absence of four weeks, during which engagements at the Ambassador and Missouri theatres in St. Louis and the Wisconsin, Milwaukee, were played.

## Murray Anderson Production Heads Rivoli Stage Bill

John Murray Anderson is the producer of the stage attraction offered this week at the Rivoli Theatre, New York City, in conjunction with "The Ace of Cads," Adolphe Menjou's new starring vehicle. The Anderson act is called "In a Persian Garden." A supplementary stage feature is provided by the Wainwright Sisters with a program of vocal selections.

### To Add Presentations Features

Neil Schettler and his Victorians will succeed Edward P. Kimball, former director of the orchestra at the Paramount Empress Theatre, Salt Lake City. George E. Carpenter, manager of the house, has announced that presentations with the orchestra will be offered as a regular policy in the near future.

### "Seven Syncopators" at Princess

The Princess Theatre, Milwaukee has installed an enlarged orchestra, Johnny Lang and his Seven Syncopators. This group of musicians, together with Arthur Maves, organist, is proving a big drawing card. Joe Levinson is managing the Princess.

### Capitol Playing Hold-over Program

Major Bowes of the Capitol Theatre, New York, is presenting "The Temptress" and the stage and musical features which accompanied it last week for a second week at that playhouse.



## New Structure to Replace Famous, New Orleans

While a new and much larger motion picture house is being built over it, the Famous motion picture theatre, North Claiborne and Marigny Streets, New Orleans, is continuing its shows uninterrupted.

The new theatre will cost \$80,000 and will replace the old one. The proportions of the new building being greater, there is ample room for its foundation and the erection of the steel framework without impairing the Famous. The new building will be practically completed as to framework before the old theatre is forced to close its doors.

The theatre under construction will bear the name of the older one and will be operated by Alsina Brothers, proprietors, who have conducted the Famous at the same site for the last 13 years.

The structure will have a seating capacity of 1,500. The orchestra will seat 1,000 and the balcony 500. The balcony will be supported by a large steel girder which will eliminate the necessity of posts in the theatre and afford clearer vision and more room for the spectators.

## Arkush Amus. Co. to Build in Palo Alto, Cal.

A new \$300,000 theatre, the fourth motion-picture theatre to be erected in the Palo Alto district of California in the past fourteen months, will be constructed on University Avenue between Waverly and Cowper streets, it was announced by H. E. Seipel representing the Ellis J. Arkush amusement interests. Work will start within the next 30 days and the theatre opening is expected to take place early next spring.

The Spanish mission motif will form the general architectural style of the show-house, which will be patterned after Grauman's Egyptian Theatre at Hollywood. It will seat 1,500 people.

## General Contract Awarded on Nebraska House

Construction has started on the theatre being erected at Fifth and Norfolk Avenue, Norfolk, Neb., by Jack Koenigstein, 1204 Norfolk Avenue, Norfolk.

The W. J. Assenmacher Construction Company of Lincoln, Neb., has been awarded the general contract for this house, which it is estimated will cost upwards of \$175,000. It will be two-story and basement and of reinforced concrete, brick and terra-cotta construction.

## Bayview Theatre May Be First of Chain

A new theatre is being built in Bayview, Wis., it is reported, and will be operated by National Theatres of Indiana. Earl Rice, formerly with the Universal houses, Milwaukee, will be the new manager. It is reported that this will be the first of a chain of theatres to be operated in the Milwaukee territory by National Theatres.

## Prepare Plans at El Cajon, Cal.

Andrew Moloin is at present preparing plans for a modern motion picture house to be erected at El Cajon, Cal. The proposed structure will seat about 500.

## El Portal Theatre Opened at Hollywood, Cal.

EL PORTAL, Lankershim's new \$250,000 theatre, Hollywood, Cal., was formally opened to the public October 18, with stars and celebrities of the film industry in attendance.

The new house, one of the finest in the West, is operated by Hollywood Theatres, Inc.

J. Leslie Swope, treasurer of the amusement concern, made the dedication and introduced Councilman Charles Randall, who spoke briefly on the subject of valley development. M. Gore, president of the company operating the chain of theatres, was present at the opening of the new house.

## Buys a Site in Richmond's West End Section

Charles A. Somma and W. J. Coulter, owners of the Bluebird and Brookland Theatres, Richmond, Va., have recently purchased a site in the West End section of Richmond where they plan to erect a new motion picture theatre with a seating capacity for 1,700.

Features of the proposed house will be a large organ, a refrigeration plant and all other equipment up-to-the-minute in every respect. It is said that first run feature pictures will make up the program.

Another theatre, being built by other interests, is at present under construction in the West End.



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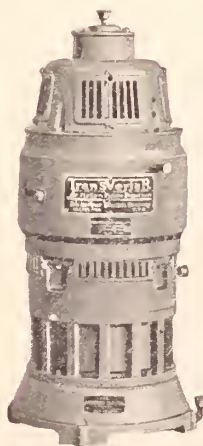
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Three views of the newly opened 5th Avenue Theatre, Seattle. On the left, note the Chinese decorations of the stage, organ grilles and proscenium. The center photograph shows a portion of the lobby while on the right is a front view of the spacious and finely equipped projection room

## Seattle's 5th Avenue Opened to Public

### Mammoth Carnival and Brilliant Premiere Inaugurate Million Dollar Key Theatre of Pacific-Northwest Theatres, Inc.

**M**ARKED by a formal opening attended by 3,000 of the city's representative citizens, civic officials, state officials, newspapermen and organization leaders, the Fifth Avenue Theatre in Seattle threw open its doors to the public the latter part of September and now stands as the premiere motion picture house of the Pacific Northwest, and one that has few, if any, equals on the entire Pacific Coast. It is a \$1,500,000 house, seating approximately 3,000 persons, and operated as the key theatre of the immense Pacific Northwest Theatres, Inc., operating more than forty houses in Washington and Oregon. Harry C. Arthur, Jr., is president and general manager of the circuit, and Harold Horne is managing director of the new Fifth Avenue Theatre.

#### Broadcast to Outsiders

The night following the private formal opening, the house was opened to the public in a blaze of glory. A mammoth street carnival, lighted by the glare of Kleig lights and Cooper-Hewitts brought from the H. C. Weaver Studios in Tacoma, drew the attention of more than 20,000 persons who crowded into six square blocks and heard music and entertainment from the theatre broadcast by direct radio from the stage. Beginning at 6 p.m., regular performances at regular admission prices of sixty-five cents were given by the theatre, and it was announced that more than 10,000 persons had paid admissions to see the show before it finally closed at 3:10 a.m. the following morning. The house policy provides feature screen attractions and stage presentations brought direct from the larger houses in California.

The Fifth Avenue Theatre is generally accepted by theatre men and architects as one of the foremost houses on the Pacific Coast. It is entirely Chinese in architecture, decoration and furnishing, and occupies practically three entire floors of the new Skinner Building at Fifth Avenue, between Union and University Streets, covering an entire half block. Its seating capacity is limited to a main floor and balcony, the former being divided into four banks and having thirty-four rows. Loge seats are located at the front of the balcony. The theatre has no boxes.

As one advances to the house, he is impressed by the grandeur of the lobby, which extends twenty feet from the sidewalk. A box office with three cashiers stands in the middle of the lobby, which is entirely Chinese in decoration.

#### True Chinese Atmosphere

Entering the house, one walks into a huge foyer decorated entirely in Chinese design, and marked by a magnificent Chinese lantern hanging from the center of the ceiling. Usherettes in Chinese costume, and native Chinese call boys, enhance the beauty of the house. From it, when turning to the left one walks into one of the four aisles each of which is guarded by an usherette who stands just below a miniature colored spotlight. To the right is a grand staircase which ascends one flight and then divides into two staircases which lead to the mezzanine and balcony. Here, before one reaches the auditorium,

are rest rooms, smoking rooms, a public lounge and waiting rooms, and a grand promenade, marked by luxurious Oriental rugs, tapestries and authentic Chinese objects of art.

The auditorium of the Fifth Avenue continues to express the vivid color of the Chinese architecture, yet in such subdued and careful tones that it cannot become tiresome. A highly-ornate ceiling is offset by plain tapestried walls, decorated only now and then by a Chinese symbol or emblem. Huge brass chandeliers and lighting fixtures are unusual features, and the center of the ceiling is marked by a mammoth Chinese chandelier hanging from the open mouth of a monstrous gold and bronze dragon. Reds, blues and gold are the favored colors, with the chairs covered in a specially-designed green tapestry, decorated in gold. To the right and left of the auditorium, just above the stage opening, are the organ grilles covered with imported Chinese tapestries of ancient design and execution.

#### Stage and Organ Elevators

Both the orchestra stage and the organ are housed on an ascending platform, so that the orchestra may be elevated from the pit to the floor level or stage level at the will of the director. The same applies to the organist, both being arranged so that they may be operated together or independent of each other. The latest type Wurlitzer organ is installed, being almost a duplicate of the organ in the Chicago and Uptown Theatres in Chicago. An orchestra of twenty musicians is used in the pit for concert numbers, and twelve of these men double on the stage as a jazz organization for the presentations.

Ventilation of the auditorium is effected by the latest equipment possible. The air is drawn into the theatre by a series of huge suction fans operating from the sixth story of the theatre building.

Back stage, the Fifth Avenue represents the very newest in theatrical construction. The stage itself is the largest of any theatre in the Pacific Northwest. From the grid, 68 feet above the floor, 50 drops may be suspended. A counterweight system controls the drops, draperies and border

(Continued on page 1705)



The huge electric sign on the front of the 5th Avenue Theatre building, Seattle, is said to be the largest on the Pacific Coast. The letters in the upper part of the sign measure twelve feet in height, and each letter contains three rows of lights



## National Supply Remodels Boston Branch

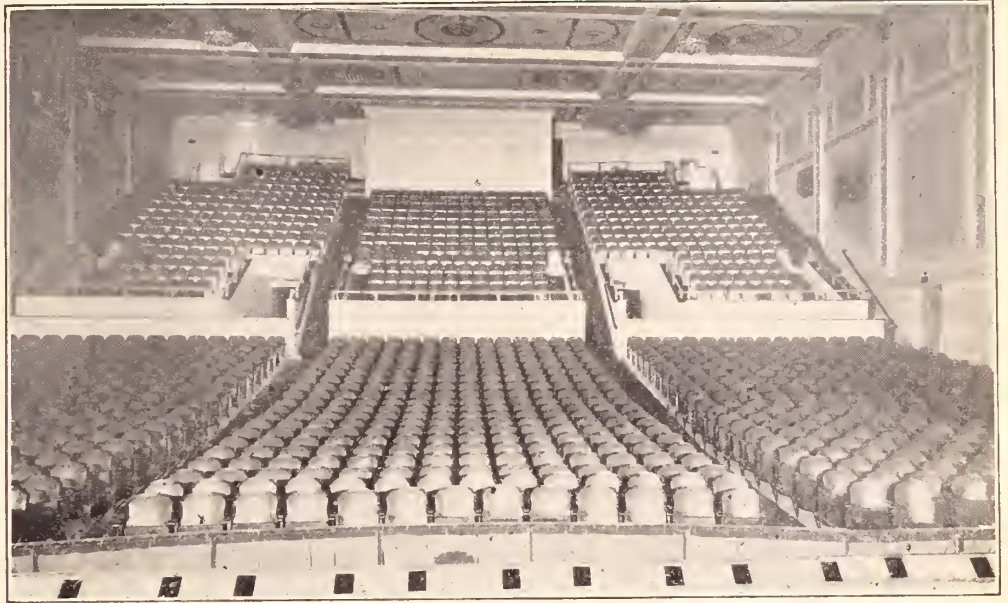
Work of remodeling the building at 67 Church Street, Boston, formerly occupied as the United Artists exchange, is now under way for the new National Theatres Supply Co., Boston branch. Joseph Cefre, head of the former United Theatre Equipment Co., will be general manager. R. D. Marston, who was at the head of the Exhibitors' Supply Co., and Robert W. Hosmer, head of the Eastern Theatre Equipment Co., retire from these companies with their merging in the new National combine.

## Plans Well Under Way on Georgia Theatre

Manager Williams of the Grand Theatre, Thomasville, Ga., in a recent statement reports that the final plans for a new theatre in Thomasville have been completed. Following approval of the plans, bids will be asked for and when accepted construction will start as soon as possible. C. K. Howell, of Atlanta, is the architect in charge.

## Ballas Amus. Co. Close New Memphis Lease

The Ballas Amusement Company, of Memphis, Tenn., operators of the Madison, American and Cameo theatres, recently closed a lease for a motion picture theatre to be built on the south side of Poplar Avenue and Belvedere Boulevard, Memphis. Plans call for 1,000-seating capacity, pipe organ and cooling system. Completion of the structure is looked for by January 1.



Interior view of the recently opened Stadium Theatre, Woonsocket, R. I. The owners spared no expense in making this house one of the finest in New England. It is one of the latest links in the Publix chain of theatres.

## Bay St. Louis to Have New 1,000 Seat House

Formal announcement is made of the immediate construction of a \$60,000 movie theatre for Bay St. Louis, La., on the corner of Front and State Streets, and across the street from the present A. & G. Theatre, the owners of which are constructing the new one. The building will be fireproof, of Spanish mission architecture, and will have a seating capacity of one thousand, with steam heating equipment for the winter and

typhoon cooling system for the summer.

The building is to be owned by the Ames and Gaspard interests and will be leased to Ames Gaspard, and Richards.

## Vancouver's New Exchange Building Under Way

Plans have been prepared and several downtown sites looked over in Vancouver, B.C., for the proposed \$2,000,000 building which will house the motion-picture distributors of that city. A one-story structure of mission architecture has been designed.

## Announcing

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## Theatre Building and Equipment BUYERS GUIDE

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# Projection

## Optics, Electricity, Practical Ideas & advice

### Inquiries and Comments

#### The Reflecting Properties of White Paints Part II



THE question naturally arises as to what is the best type of paint for different conditions, and one most stop to analyze what is required of the paint. The initial reflection factor certainly does not tell the whole story since one paint may have a very high initial value and its rate of depreciation may be quite rapid; another may have a lower initial reflection factor and yet over a period of time actually reflect more light—in other words, depreciate more slowly. It is the area under the curve (see preceding article) which tells the story. Two sets of curves, similar to those shown, but for individual specimens, have, therefore, been integrated and their average reflection factors for the period of twenty months are set forth in Table 1.

Another interesting point is the change in tint of the paint over a period of time. Initially, all specimens would have been classified by the average individual as practically pure white in color. Some change their appearance as indicated in the table. (Table I.)

TABLE I

Specimen No.	Basic Pigment	Type of Finish	Initial Reflection Factor	Average Reflection Factor During 20 Months		Appearance at End of Test
				Can- inet Set	Fac- tory Set	
1	Lth & Zn O	Undercoat	81.9	73.1	64.7	Grayish
2	Zn O & Lth	Semi-Gloss	82.5	71.3	62.0	White
3	Titanox Pb & Zn	Eggshell	86.9	76.3	65.7	White
4	Lth Pb & Zn	Flat White	86.6	75.3	63.5	Bluish
5	Lth Titanox Pb & Zn	Gloss	84.3	75.3	63.2	White
6	Zn O & Lth	Eggshell	85.2	76.4	64.3	White
7	Zn O & Lth	Flat White	83.7	74.8	57.6	Bluish
10	Lth	Enamel	80.4	73.75	57.9	White
11	Lth	Flat White	83.7	75.9	61.8	Cream
12	Lth & Zn O	Gloss	81.8	74.5	59.15	White
13	Lth	Eggshell	81.7	74.4	61.8	Cream
15	Lth	Flat White	81.7	74.8	69.9	White
16	Lth & Zn O	Gloss	82.2	74.8	61.1	White
17	Lth	Semi-Gloss	75.5	72.8	60.6	Cream
18	Zn O	Semi-Gloss	75.8	68.8	57.2	White
20	Lth	Flat White	76.3	68.0	59.2	White
21	Lth	Eggshell	79.75	69.4	58.3	White
22	Lth	Gloss	77.4	68.7	52.9	Cream
24	White Pb	Flat White	77.25	68.5	59.8	White
27	Zn O	Enamel	83.5	65.8	59.65	White
29	Pb & Zn O	Eggshell	75.1	68.3	55.5	Cream
30	Lth & MgSi Silicate	Eggshell	80.0	70.7	60.7	White
32	Lth & Zn O	Gloss	80.1	73.8	61.5	White
33	Lth & MgSi Silicate	Flat White	80.0	72.5	62.2	White
34	Lth	Eggshell	81.4	73.5	61.7	White
35	Lth	Gloss	82.1	73.6	63.2	Grayish

A third point to consider is the location where the paint is used. If very dirty,

the specimens which show up best in the factory test are likely to be most useful. If quite clean, those which give the highest value in the cabinet group would be the logical choice.

In general, it may be said that for a paint to be permanent it must be compared of chemically inert (not active) substances of high re-fractive index, ground exceedingly fine (to produce density) and mixed with an inert vehicle. The vehicle is a very important factor and the indications are that linseed oil, though frequently used in the past, is not very satisfactory for this purpose.

#### Reflection Coefficient of Colored Paints

It is rather difficult to tabulate the reflection factors for various colors. A number of elements are responsible for this condition. Also, there is no standard terminology of paint colors. A tint which one manufacturer may call ivory-tan may be quite different in appearance and reflecting properties than some other maker's color under the same name. The chemical composition, or method of mixing the paint, will have an affect on its ability to reflect light. A high or low oil content, for example, produces some variation.

The most sensible method of presenting the necessary data seems to be to tabulate a number of commonly used colors under a rather broad classification and give a range in percentage for any particular color. The figures presented in the following table are the results of a considerable number of tests by different authorities and indicate the wide range of color which is often classified under one name.

Table II

Color	Percentage of light Reflected	
	Can- inet Set	Fac- tory Set
White-new	82—89	
White-old	75—85	
Cream	62—80	
Buff	49—66	
Ivory	73—78	
Gray	17—63	
Light Green	48—75	
Dark Green	11—25	
Light Blue	34—61	
Pink	36—72	
Dark Red	13—30	
Yellow	61—75	
Dark Tan	30—46	
Natural wood brown stain	17—29	
Light wood varnish	42—49	

#### Method of Applying Paint

In painting any sort of surface, it is necessary that it be thoroughly covered with pigment both for protection and light reflecting properties. The under coats may well be of a less expensive though opaque, variety. All coats must, however, be chemically inert and non-porous when dry.

The following formula is recommended:

First coat—good impervious primer.

Second and third coats—high grade lithopone paint (not less than 75% lithopone).

Fourth coat—high grade flat white.

#### Draw Plans on 2,500-Seat Brooklyn Theatre

Plans are being drawn for a 2,500-seat motion picture theatre, house and stores, on the southeast corner of Kings Highway and East Eighteenth Street, Brooklyn, N.Y.

The theatre has already been leased for a period of twenty-one years by one of the larger Brooklyn theatre circuits. The lessees are at present unnamed. Plans call for a seating capacity of approximately 2,500.

#### Gregory to Build Theatre at Englewood, Ill.

The S. J. Gregory Theatrical Enterprises, Inc., have announced that they propose to build a large motion picture theatre at Englewood, Ill.

The Gregory company now operate the Parthenon, Berwyn's 2,500-seat picture and vaudeville house, and the La Grange Theatre, which has a seating capacity of 2,000. This concern also has a house known as the New Palace under construction in Cicero.

#### Indiana Theatre Installs Wurlitzer Organ

The Jefferson Theatre, Huntington, Ind., will soon complete the installation of a new Wurlitzer pipe organ, according to a recent announcement. The work of preparing the sound-proof chambers and grill has been practically finished and it is said that the new instrument is on the way to Huntington from the Wurlitzer factory.

#### Syndicate Plans House in "No Man's Land"

"No Man's Land," that section of Highland park, Ill., running along Sheridan road between Wilmette and Kenilworth, and called by that name because it is not situated within either village, is to have a new motion picture theatre. A syndicate of north shore residents recently announced the plans for the proposed structure.

#### Purchase Bronx Property for Theatre Site

An attorney representing the Forest Avenue Theatre and Apartments, Inc., has purchased the square block in the Bronx bounded by Jackson, Forest and Westchester avenues, where he purchasers propose to erect a structure which will include a large motion picture theatre.



# Key Theatre of Pacific-Northwest's Holds Brilliant Premiere

(Continued from page 1702)

lights. A stage switchboard, duplicated by another board in the projection booth, controls all stage and house lights. A feature of the theatre is a radio microphone system, whereby the projectionists can hear all stage directions and orders from a series of "mikes" located in the footlights, at the orchestra leader's stand and at the side of the stage switchboard. A cloth of gold drop, a rhinestone drop and an orange velvet traveler curtain with ornate Chinese figures are the outstanding stage drapes, augmented each week by special scenic drapes. 400,000 watts of electricity furnish the power for the operation of the many lighting circuits in the Fifth Avenue.

The projection room is similar in appearance to a scientific laboratory. Its Duo paneled switchboards and work benches, trimmed with nickel and fitted with every known automatic projection device, is second to none in America, according to the claims of those who installed it. Three Simplex Projectors, equipped with Peerless reflecting are lamps, Western Electric speedometers and half-size Cinephor lenses; one two-deck Bren-

kert automatic effect machine, and two Brenkert spotlights are included in the projection equipment. The machines may be controlled from five different points in the projection booth. At one end is the auditorium control switchboard which governs light in the auditorium. Next to this board is the loud speaker connected with the previously-mentioned microphone on the stage. All openings in the booth are eased in glass, even the picture being projected through glass so that absolutely no sound of the projection machine is possible. A staff of four projectionists operate the booth.

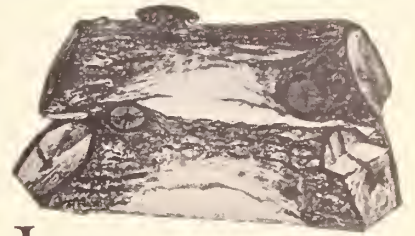
Finally, the comfort of audiences is assured by 60-spring cushion type opera chairs. Each seat is 22 inches wide and 34 inches back to back, affording more than the usual seating space. Loge seats are of the barrel-back type, 24 inches wide and 36 inches back to back. From the rear of the balcony a special exit leads to the general offices of the Fifth Avenue Theatre on the sixth floor of the building, and intercommunicating telephones connect this office with the house manager's office, projection booth stage, orchestra pit and other parts of the house. It is reported that 40,000 pounds of wiring were used in the installation of the various electrical systems in the theatre.

The stage equipment and curtains in the Fifth Avenue were especially made and installed by the Armstrong-Powers Studios of Los Angeles. Gump and Company of San Francisco, famed over the nation for their Oriental art objects, supervised the decorating and furnished the art objects for the house. B. F. Shearer, Inc., of Seattle, had charge of the installation of all other equipment and decorations. Mr. Shearer's organization also created many of the house draperies and fixtures.

At present the house operates on a continuous run policy from eleven in the morning until midnight with weekly changes of program. Admission prices are forty cents until 6 p.m., when they advance to 65 cents. Loges are 85 cents and children's admissions 15 and 25 cents.

## Hables Plans New Theatre for Hollister, Cal.

Leslie Hables, operator of the King City Theatre, King City, Cal., plans to erect a new house at Hollister, Cal. If Mr. Hables' plans materialize, he will leave his son in charge of the King City house and return to Hollister, which was his former home.



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# Newspaper Opinions on New Pictures

## "The Temptress"—Metro-Goldwyn-Mayer, Capitol, New York City

*Times*: "A distinguished piece of work wherein Fred Niblo, the director, keeps the audience on the qui vive. Greta Garbo wins new honors. She makes every scene in which she appears a telling one."

*Sun*: "A lavish and exciting picture. The crowds that filed into the Capitol Theatre were privileged to witness a superior entertainment. Greta Garbo makes every move a picture."

*Daily News*: "A motion picture on a large and sometimes grand scale. You will be entertained, beyond doubt."

*Evening World*: "Effectively told with a minimum of subtitles and with a maximum of visual beauty."

*American*: "Don't fail to see 'The Temptress.' It will hold your interest from reel one to the very end. Greta Garbo is born for the seductive charm of the languid-eyed Elena."

*Morning Telegraph*: "Fred Niblo's direction is admirable. As fine a piece of directorial effort as has appeared on the screen this season. Greta Garbo gives a brilliant performance while Antonio Moreno has never appeared to better advantage."

*Daily Mirror*: "'The Temptress' is packed with color and emotion. For absorbing, romantic, electrical entertainment, do not miss it."

*Herald-Tribune*: "Greta Garbo is a delight to the eye. Antonio Moreno is fine as a lover and we were thrilled by the Argentine duel in which he and Roy D'Arcy engage. Anyone who misses 'The Temptress' will miss a lot that is interesting."

## "It Must Be Love"—First National, Rivoli, New York City

*Morning Telegraph*: "Miss Moore is delightful. There is a humorous twinkle to her expressive eyes that seems to say, 'I am really enjoying myself and I hope you are.' As the little delicatessen clerk, she has brought one of the most pleasing characterizations to the screen."

*Times*: "Miss Moore attacks her role in clever fashion, using her big, brown eyes to advantage and making the most of her clever stretches of comedy by her knowledge of pantomimics. Jean Hersholt, an emphatically accomplished actor... is impressive as the German father in this film. Malcolm McGregor is sympathetic as Jack Dugan."

*Graphic*: "Among the best program pictures of the year. It gives Colleen Moore another opportunity to show her versatility and will indeed register at the box office."

*World*: "Miss Moore is as vivacious as ever."

*Evening World*: "The story is well told in good cinema and is cordially recommended for its human flavor."

## "Raggedy Rose"—Pathe, Forum, Los Angeles

*Examiner*: "It's great to have

Mabel Normand back and to see her with all her old-time sparkle and spontaneity.

"As the forlorn helper in a second-hand junk shop Mabel has opportunities for both comedy and pathos. She proved, to the delight of her friends, that she has not lost her sense of comedy and her ability to make the most out of every situation."

"I am glad to say that Mr. Roach is planning a series of similar comedies. I have a feeling that Mabel will find herself and come-back with even greater emphasis in some of her succeeding pictures. F. Richard Jones, who understands the value of Mabel's screen personality, supervised this production."

*Herald*: "Mabel's long absence from the screen has not in any way hurt her popularity among motion picture patrons, if the reception at the Forum is any criterion. In the role of a pawnbroker's assistant, Miss Normand is given ample opportunity to display the mannerisms and comedy genius that originally won her the position of comedy queen."

## "The World Struggle for Oil"—Pathe, Cameo, New York City

*World*: "'The World Struggle for Oil' is unusual. This picturization of the world's sudden interest in oil makes a gripping drama. It makes romance. Altogether, it makes a mighty interesting film, well worth seeing."

*Morning Telegraph*: "First and foremost on the program is 'The World Struggle for Oil' which tells the world how great oil is and traces its progress from early days in America. It is an interesting and informative production."

*Times*: "Of emphatic interest is 'The World Struggle for Oil'... In view of the subject with which it deals and because of the stirring way in which the story is unfolded this is a production which will appeal. Nobody can help but be proud of the initiative and genius of Americans in drilling for oil and constructing thousands of miles of pipe lines. Aside from the first sequences in which the narrative of oil begins, there are scenes of the primitive machinery through which the oil was first obtained. The gradual development of the machinery is shown and a telling sequence shows the way in which the pipes are cleaned. The picture is the best of its kind yet put forth."

*American*: "'The World Struggle for Oil' carries over at the Cameo another week and if you have not already done so we advise you to make a point of seeing this picture."

*Herald-Tribune*: "Everyone in the theatre enjoyed it immensely."

*Telegram*: "At what must have been a big expense and the result of careful research, Mr. Butler has produced a photoplay in which all the romance of oil is found. The scenes are laid down the ages and the characters of those ages are carefully delineated. Ancient rites are revived as the pagans swayed

to them in the days of superstition. Always oil, burning on high altars, was an important part of the ceremonies and mysticism. The discovery of its commercial value is shown, and the leaps and bounds of the industry once American capital saw its possibilities."

## "The Sorrows of Satan"—Paramount, Geo. M. Cohan, New York City

*Mirror*: "'Sorrows of Satan' is a gorgeously presented photoplay and beautifully acted. Adolphe Menjou is excellently cast as this type of Satan. He portrays the part with a wearied sophistry, varied with flashes of bored humor that really charms. Carol Dempster scintillates in several dramatic scenes as the suffering heroine. He (Ricardo Cortez) is superb as the rebellious, impoverished novelist. Lya de Putti startles as the vamp."

*Daily News*: "See this picture, by all means. No other like it has been made. The entrance of Menjou on the scene, with one monstrous shadow after another finally fading into Prince Riminez himself, amid flashes of lightning, is remarkably effective and elicited bursts of applause. Carol Dempster's acting is one perfectly good reason for seeing the picture. Ricardo Cortez comes through nobly under the Griffith direction. Returning to Miss de Putti, as everybody will, she deserves praise for her portrayal of complete abandonment in her big scene with Menjou. It was magnificent."

*Times*: "A silk-hatted Satan glides across the screen in David W. Griffith's pictorial transcription of Marie Corelli's novel, 'The Sorrows of Satan,' which was presented last night with due pomp at the George M. Cohan Theatre before a notable gathering. In swinging from squalor to pomp, depicting wretchedness on one side and passionate orgies on the other, Mr. Griffith reveals himself a master, and in this present offering he has made a photodrama that excels anything he has done in recent years. It is a marvelously beautiful film in which Mr. Griffith has obtained some gorgeous effects."

*Herald-Tribune*: "Do not miss 'The Sorrows of Satan.' As we have intimated, Mr. Griffith's direction at times was superb. The acting was fine and the photography was beautiful. We must earnestly approve of the way some one has had the forethought never to show the Devil when he is acting up."

*American*: "Not so very long ago one of our young directors lamented that David Wark Griffith had grown old-fashioned and that his ideas were so antiquated he might as well retire from active service. Will that same self-assured youth please visit the George M. Cohan Theatre and take a look at the 'Sorrows of Satan'? The man who invented the closeup, the fadeout and the intricate dissolve while that particular director was still in swaddling clothes has come

forth with another proof of his versatility. He has given us a new technique, not only in story but in actual visualization. The diminishing body of Adolphe Menjou as he finally disappears through his own enlarged figure is a startling and striking feat of the camera. Ricardo Cortez is superb. She (Carol Dempster) tears at the heart strings. Adolphe Menjou is his usual suave self. I hope the devil is not as attractive. It would be bad for our morals. Mr. Griffith tells me he considers 'Sorrows of Satan' his finest picture. It is certainly his most daring piece of work."

*World*: "In approaching it as a cinema subject, the genius of Griffith clearly has been directed toward the visual, the mechanically technical, aspect of the story. 'The Sorrows of Satan' is a compositional and pictorial triumph. Those views of fantasy at the outset, glorious moving curtains in a semi-screened effect presenting a conception of Lucifer being cast out of Heaven, constitute some of the most amazing laboratorial and camera treatments which I have ever seen. By far the best and most knowing performances are those by Ricardo Cortez and Mr. Menjou. The truth of the matter is that these two young men are just about perfection."

*Sun*: "It is an exquisite shimmering of lights and shadows, of fantastic Satanic wings casting their shapes on the walls, of lyrical love passages, this 'Sorrows of Satan' which Paramount presented before a crowded audience at the George M. Cohan Theatre last night. For nearly a year D. W. Griffith, its director, has been working on it, and its soft, melting, lucid photography, its marvelous technical virtues bear more than eloquent witness to that fact. The virginal Carol Dempster enacts with feminine charm and frailty the girl. It is Miss Dempster's picture — almost. Ricardo Cortez is splendid as the hero. The Satan of Mr. Menjou is suave and intriguing. And our chronicle would be grotesquely incomplete without mention of the wicked character, really wicked, if you ask me, played by Lya de Putti."

*Evening Post*: "'The Sorrows of Satan' can hardly fail to reap a flattering harvest."

*Journal*: "It is an interesting and expressive picture, containing some beautiful photographic shots, and well developed by a strong cast, consisting of Adolphe Menjou, Ricardo Cortez, Carol Dempster and Lya de Putti. His (Adolphe Menjou's) suavity, bland nonchalance and world-weary eyebrows are perfect. Cortez does some excellent work under Griffith's direction and the convincing sincerity he puts into his part makes this his best portrayal so far. Carol is lovely and fragile, and makes her characterization appealingly delicate. And Lya succeeds in being as unsympathetic as her role intended her to be."



# FEATURE RELEASE CHART

Productions are Listed Alphabetically and by Months in which Released in order that the Exhibitor may have a short-cut toward such information as he may need. Short subject and comedy release, as well as information on pictures that are coming, will be found on succeeding pages. (S. R. indicates State Right release.)

Refer to THE MOTION PICTURE NEWS BOOKING GUIDE for Productions Listed Prior to March

## SEPTEMBER

Feature	Star	Distributed by	Length	Reviewed
Baited Trap, The	Ben Wilson	Rayart	4358 feet	
Bells, The	Lionel Barrymore	Chadwick	6600 feet	
Black Pirate, The	Douglas Fairbanks	United Artists	6388 feet	Mar. 20
Blarney	R. Adoree-R. Graves	M-G-M		
Block Signal, The	Ralph Lewis	Lumas	5795 feet	Oct. 16
Blue Eagle, The	G. O'Brien-J. Gaynor	Fox	6200 feet	Sept. 25
Clinging Vine, The	Leatrice Joy	P. D. C.	6400 feet	July 31
Dancing Days	Chadwick-Stanley-L. Rich	Famous Attractions	5900 feet	Oct. 1
Devil's Horse, The	Rex (Horse)	Pathe	5853 feet	April 24
Diplomacy	Sweet-Hamilton	Paramount	6 reels	Sept. 25
Duchess of Buffalo, The	Constance Talmadge	First National	6940 feet	Sept. 4
False Alarm, The	R. Lewis-M. Carr	Columbia	5235 feet	
Fighting Ranger, The	Al Hoxie	Barsky Productions	4500 feet	
Flames	E. O'Brien-V. Valli	Assoc. Exhib	5888 feet	Sept. 11
Flaming Frontier, The	Special Cast	Universal	8829 feet	April 17
Flying Horseman, The	Buck Jones	Fox	4971 feet	Sept. 11
Flying Mail, The	Al Wilson	Assoc. Exhib	4500 feet	Sept. 18
For Alimony Only	Leatrice Joy	Prod. Dist. Corp	6070 feet	Oct. 2
Forlong River	Jack Holt	Paramount		
Golden Web, The	H. Gordon-L. Rich	Lumas	6075 feet	Sept. 11
Grey Devil, The	Jack Perrin	Rayart	4274 feet	
Heart of a Coward, The	Billy Sullivan	Rayart	5031 feet	
High Hand, The	Lo Maloney	Pathe	5679 feet	Sept. 11
Hold That Lion	Douglas MacLean	Paramount	6 reels	Sept. 18
Jack O'Hearts	Landis-G. Hullette	American Cinema	5881 feet	
Kosher Kitty Kelly	Viola Dana	F. B. O.	6103 feet	Oct. 2
Laddie	J. Bowers-B. Flowers	F. B. O.	6931 feet	Aug. 2
Ladies First	Douglas MacLean	Paramount		
Lost at Sea	Gordon-J. Novak-Sherman	Tiffany	6500 feet	Aug. 2
Marriage Clause, The	Bushman-Door	Universal	7680 feet	July
Marriage License	Alma Rubens	Fox	7168 feet	Sept. 1
Michael Strogoff	Ivan Mosjoukine	Universal	10 reels	
Nell Gyn	Dorothy Gish	Paramount	6741 feet	
One Minute to play	"Red" Grange	F. B. O.	7713 feet	Aug. 2
Paradise	M. Sills-B. Bronson	First National	7090 feet	Sept. 2
Poker Faces	E. Horton-L. La Plante	Universal	7808 feet	July 3
Ridin' Rascal, The	Art Acord	Universal	4510 feet	
Silent Power, The	Ralph Lewis	Lumas	6100 feet	
Son of the Shiek, The	Rudolph Valentino	United Artists	6685 feet	Aug.
Sparrows	Mary Pickford	United Artists	7763 feet	Oct.
Speeding Thru	Creighton Hale	Elbee Pict.	5500 feet	Sept. 1
Speeding Venus, The	Priscilla Dean	P. D. C.	5560 feet	July 2
Strong Man, The	Harry Langdon	First National	6882 feet	Sept. 1
Subway Sadie	Mackail-Mulhall	First National	6727 feet	Oct.
Temporary Sheriff, The	Dick Hutton	Rayart	4550 feet	
Texas Streak, The	Hoot Gibson	Universal	6367 feet	Sept. 18
Three Bad Men	O'Brien-Borden	Fox	8710 feet	Aug. 28
Through Thick and Thin	Wm. Fairbanks	Lumas	5000 feet	
Tin Gods	Thomas Meighan	Paramount	7 reels	Oct. 2
Variety	Jannings-de Putti	Paramount	7804 feet	July 3
Waltz Dream, The	Special Cast	M-G-M	7322 feet	Aug. 14
Waning Sex, The	Norma Shearer	M-G-M	6 reels	Oct. 9
Wild Horse Stampede, The	Jack Hoxie	Universal	4776 feet	
Winning of Barbara Worth	Colman-Banky	United Artists		
Wolf Hunters, The	Special Cast	Rayart	5976 feet	
Womanpower	K. Perry-R. Graves	Fox	6240 feet	Oct. 2
You Never Know Women	Florence Vidor	Paramount	6064 feet	July 31

## OCTOBER

Feature	Star	Distributed by	Length	Reviewed
Across the Pacific	Monte Blue	Watner Bros	6954 feet	Oct. 16
Alaskan Adventures	Special Cast	Pathe	6 reels	
Atta Boy	Monty Banks	Pathe	5775 feet	Oct. 9
Battling Kid	Al Hoxie	Barsky Productions	4500 feet	
Boy Friend, The	J. Harron-M. Day	M-G-M	5584 feet	
Call of the Wilderness	Sandow (Dog)	Assoc. Exhib		
Camous Flirt, The	Bebe Daniels	Paramount	6 reels	Oct. 9
Children of Fate	R. Bennett-B. Hillman	Abol Film Pro 1	6605 feet	
College Days	Marceline Day	Tiffany	7000 feet	
Confessions of a Bride	M. Harris-V. Varconi	Assoc. Exhib		
Country Beyond, The	Olive Borden	Fox	5353 feet	Oct. 23
Dame Chance	Special Cast	American Cinema	6769 feet	
Devil's Dice	B. Bedford-R. Ellis	Sterling Pict.		
Devil's Island	Pauline Frederick	Chadwick	6300 feet	Aug. 14
Dixie Flyer, The	Landis-E. Novak	Rayart	5274 feet	
Don Juan's Three Nights	Stone-Mason	First National	6374 feet	
Eagle of the Sea, The	Cortez-Vidor	Paramount		
Final Extra, The	Lumas			
First Night, The	B. Lytell-D. Devore	Tiffany		
Fools of Fashion	Day-Von Eltz-Busch	Tiffany	6484 feet	Oct. 9
Forever After	M. Astor-L. Hughes	First National		
Gay Deceiver, The	L. Cody-M. Day	M-G-M		
Gigolo	Rod La Rocque	Prod. Dist. Corp	7295 feet	Oct. 15
Great Gatsby, The	Warner Baxter	Paramount		
Great K. & A. Robbery, The				
Her Honor, The Governor	Tom Mix	Fox	4800 feet	Oct. 16
High Flyer, The	Pauline Frederick	F. B. O.	6709 feet	Aug. 7
Kid Boots	Reed Howes	Rayart		
King of the Pack	Eddie Cantor	Paramount	5650 feet	Oct. 23
King of the Saddle	Peter the Great	Lumas		
La Boheme	Bill Cody	Assoc. Exhib		
Lily, The	L. Gish-Gilbert	M-G-M	8781 feet	Mar. 13
Magician, The	Belle Bennett	Fox	6268 feet	Oct. 9
Man From the West	A. Terry-P. Wegener	M-G-M	8 reels	
	Art Acord	Universal	4474 feet	

Feature	Star	Distributed by	Length	Reviewed
Midnight Kiss, The	J. Gaynor-R. Walling	Fox	5025 feet	
Midnight Lovers	Nilsson-Stone	First National		
Mismates	Kenyon-Baxter	First National	6905 feet	Aug. 14
My Official Wife	I. Rich-Tearle	Warner Bros	7846 feet	Oct. 23
Old Soak, The	Jean Hersholt	Universal	7445 feet	Sept. 4
Perch of the Devil	P. O'Malley-Busch	Universal		
Prince of Tempters, The	Lyon-Moran	First National		
Private Izzy Murphy	George Jessel	Warner Bros	7889 feet	
Quarterback, The	Richard Dix	Paramount		
Rambling Galoot, The	Buddy Roosevelt	Assoc. Exhib		
Red Hot Leather	Jack Hoxie	Universal	4555 feet	
Return of Peter Grimm	Alex B. Francis	Fox		
Risky Business	Vera Reynolds	P. D. C.		
Roaring Bill Atwood	Dick Patton	Rayart	4405 feet	
Runaway Express, The	Special Cast	Universal	5865 feet	Aug. 28
Shameful Behavior?	E. Roberts-H. Tucker	Famous Attractions		
Sheriff's Girl, The	Ben Wilson	Rayart	4908 feet	
So's Your Old Man	W. C. Fields	Paramount		
Speed Crazy	Billy Sullivan	Rayart		
Sweet Rosie O'Grady	C. Landis-S. Mason	Columbia	6108 feet	Oct. 16
Take It From Me	Reginald Denny	Universal	6649 feet	
Temptress, The	Garbo-Moreno	M-G-M	7 reels	Oct. 23
Truth About Men	Lake-Murphy-Hackathorne	True Story Pictures	6500 feet	
West of Rainbow's End	Jack Perrin	Rayart	4734 feet	
When the Wife's Away	G. K. Arthur	Columbia Pictures		
Whispering Wires	A. Stewart-E. Burns	Fox		
Winning Wallop, The	Wm. Fairbanks	Lumas	5000 feet	
Woman's Heart, A	E. Bennett-Whitman-Earle	Sterling		
Yellow Back, The	Fred Humes	Universal	4766 feet	Oct. 9
You'd Be Surprised	Raymond Griffith	Paramount	6 reels	Oct. 16
Young April	Special Cast	Prod. Dist. Corp	6858 feet	Sept. 11

## NOVEMBER

Feature	Star	Distributed by	Length	Reviewed
Acc of Action, The	Wally Wales	Assoc. Exhib		
Acc of Cads	Menjou-Joyce	Paramount		
Altars of Desire	M. Murray-Tearle	M-G-M		
April Fool	Alexander-Carr	Chadwick	7300 feet	
Buckaroo Kid, The	Hoot Gibson	Universal		
Cat's Pajamas, The	Bronson-Cortez	Paramount		
Dude Cowboy, The	Bob Custer	F. B. O.		
Going Crooked	B. Love-O. Shaw	Fox		
Going the Limit	George O'Hara	F. B. O.		
Hidden Loot	Jack Hoxie	Universal	4375 feet	Oct. 31
His New York Wife	E. Clayton-A. Day	Famous Attractions		
Johnny Get Your Hair Cut	Jackie Coogan	M-G-M		
Ladies at Play	Hughes-Kenyon	First National		
Lady of the Harem, The	E. Torrence-Nissen	Paramount	5717 feet	
Lightning	Tiffany		6500 feet	
Love's Blindness	Starke-Moreno	M-G-M	7 reels	
Man in the Shadow, The	M. Stedman-D. Torrence	American Cinema	5632 feet	
Masked Woman, The	Anna Q. Nilsson	First National		
Silent Lover, The	Milton Sills	First National		
Obey the Law	Bert Lytell	Columbia Pictures		
On the Wings of the Storm	R. Howes-V. Faire	Fox		
Outlaw Express, The	Leo Maloney	Pathe		
Prairie King, The	Hoot Gibson	Universal		
Redheads Preferred		Tiffany		
Rough Rider, The	Frank Hopper	Paramount		
Son of a Gun	Al Hoxie	Barsky Productions	4500 feet	
Spangles	P. O'Malley-Nixon	Universal	5633 feet	
Stepping Along	Johnny Hines	First National		
Syncompating Sue	Corinne Griffith	First National		
There You Are	Nagel-Roberts	M-G-M		
Thirty Below Zero	Buck Jones	Fox		
Tom and His Pals	Tom Tyler	F. B. O.		
Truthful Sex, The	N. Busch-H. Gordon	Columbia Pictures		
Unknown Cavalier, The	Ken Maynard	First National		
Wearing of the Green	Betty Bronson	Paramount		
We're in the Navy Now	W. Beery-Hutton	Paramount		

## DECEMBER

Feature	Star	Distributed by	Length	Reviewed
Better Way, The	Al Hoxie	Columbia Pictures		
Blue Streak O'Neil	Thomas Meighan	Barsky Productions	4500 feet	
Canadian, The	Special Cast	Paramount		
Duke of Ladies, The	Special Cast	First National		
Faust	Emil Jannings	M-G-M		
Flying High	Wm. Fairbanks	Fox		
Gallant Lad, The	Florence Vidor	Paramount		
Glorifying the American Girl				
Heaven on Earth	Esther Ralston	Paramount		
Her Big Night	C. Nagel-R. Adoree	M-G-M		
Just Another Blonde	Laura La Plante	Universal	7603 feet	Aug. 28
Let It Rain	Mackail-Mulhall	First National		
Love 'Em and Leave 'Em	Douglas MacLean	Paramount		
Money to Burn	E. Brent-L. Gray-L. Brooks	Paramount		
One Hour of Love	Devore-MacGregor	Lumas		
Prisoners of the Storm	J. Logan-R. Frazer	Tiffany		
Red Mill, The	House-Peters	Universal	6102 feet	Sept. 11
Sin Cargo	Marion Davies	M-G-M		
Stolen Pleasures	S. Mason-R. Frazer	Tiffany		
Stranded in Paris	Helen Chadwick	Columbia Pictures		
Twinkletoes	Bebe Daniels	Paramount		
	Colleen Moore	First National		



Feature	Star	Distributed by	Length	Reviewed
Upstage	Norman Shearer	M-G-M		
White Black Sheep, The	Richard Barthelmess	First National		
Whole Town's Talking, The	Ed. Horton	Universal	6662 feet	Aug. 14

## JANUARY

Feature	Star	Distributed by	Length	Reviewed
Be Yourself	Raymond Griffith	Paramount		
Blonde Saint, The	Kenyon-Stone	First National		
Enchanted Island		Tiffany		
Flaming Forest, The	A. Moreno-R. Adoree	M-G-M		
Flaming Timber		Tiffany		
Head Waiter, The	Adolphe Menjou	Paramount		
Ice Flood, The	K. Harlan-V. Dana	Universal		
Lady in Ermine, The	Corinne Griffith	First National		
Lunatic at Large, The	Leon Errol	First National		
Man of the Forest	G. Hale-J. Holt	Paramount		
Not Herbert	P. Starke-Lyon	First National		
One Chance in a Million	Wm. Fairbanks	Lumas		
Ordeal, The	Garbo-Chaney	M-G-M		
Paradise for Two	Richard Dix	Paramount		
Rider of the Law	Al Hoxie	Barsky Productions	4500 feet	
Slide, Kelly, Slide	William Haines	M-G-M		
Son of Montmartre, The	Norma Talmadge	First National		
Taxi Dancer, The	O. Moore-J. Crawford	M-G-M		
Tim Hats	Windsor-Nagle-Roach	M-G-M		
Wild Man of Borneo, The	W. C. Fields	Paramount		

## FEBRUARY

Feature	Star	Distributed by	Length	Reviewed
Butterflies in the Rain	Laura La Plante	Universal		
Camille	Norma Talmadge	First National		
Flame of the Border, The	Ken Maynard	First National		
French Dressing	A. Pringle-B. Lyon	First National		
Grey Hat, The	L. Cody-Crawford	M-G-M		
Here Y'are, Brother	L. Stone-B. Dove	First National		
Little Journey, The	Haines-Windsor	M-G-M		
Long Pants	Harry Langdon	First National		
Quarantined Rivals		Lumas		
Ridin' Like Fury	Hoot Gibson	Universal		
Silly Anne	Constance Talmadge	First National		
Squads Right		Tiffany		
Steeplechase, The		Tiffany		
Understanding Heart, The	R. Bushman-Meyers-Crawford	M-G-M		

## MARCH

Feature	Star	Distributed by	Length	Reviewed
Brides Will Be Brides		Universal		
Catch As Catch Can	Wm. Fairbanks	Lumas		
Frisco Sal	Special Cast	M-G-M		
Heroes of the Night		Lumas		
Mystery Club, The	M. Moore-E. Roberts	Universal		
Orchids and Ermine	Colleen Moore	First National		
Song of Steel		Tiffany		
Tillie, the Toiler	Marion Davies	M-G-M		
Taxi, Taxi	Horton-Nixon	Universal		
Tiger, The		Tiffany		
Too Many Women	Norman Kerry	Universal		

## Comedy Releases

Title	Star	Distributed by	Length	Reviewed
Ain't We Got Fun	Wise-McKay	Artclass	2 reels	
Alice the Fire Fighter		F. B. O.		
All For A Nurse	Sid Smith	Sava Films	2 reels	
All Wet	Snub Pollard	Artclass	2 reels	
And George Did	Sam Saylor	Universal	2 reels	
Another Kick Coming		Red Seal		Sept. 4
Are Golfers Cuckoo?	Fatty Layman	Sava Films	2 reels	
Around the Bases	George Lewis	Universal	2 reels	
Babes in the Jungle	"O Henry"	Fox	2 reels	
Babes in the Sawdust	Charles Puffy	Universal	1 reel	
Back to Mother	"Helen and Warren"	Fox	2 reels	
Bad Breaks	George Davis	Educational	1 reel	
Ball and Chain	Arthur Lake	Universal	1 reel	
Banana King, The	Sid Smith	Sava Films	2 reels	
Barely Reasonable	Holmes-Corbett	Universal	2 reels	
Barnum Was Right	"Life Cartoon"	Educational	1 reel	
Benson at Calford	George Lewis	Universal	2 reels	
Better Luck	"The Gumps"	Universal	2 reels	
Big Business		Fox		
Bill Grim's Progress (Series)	M. Morris-J. Luden	F. B. O.	2 reels	
Blisters Under the Skin		F. B. O.	2 reels	
Breaking Records	George Lewis	Universal	2 reels	
Briny Boob, A	Billy Dooley	Educational	2 reels	
Bromo and Juliet	Charley Chase	Pathe	2 reels	
Bruisers and Loosers	M. Morris-J. Luden	F. B. O.	2 reels	
Buggy Ride, A	"Aesop Fables"	Pathe	1 reel	
Business Worries	Arthur Lake	Universal	1 reel	
Buster Be Good	Trimble-Turner	Universal	2 reels	
Buster Don't Forget	Trimble and Dog	Universal	2 reels	
Buster's Dark Mystery	Trimble and Dog	Universal	2 reels	
Buster's Girl Friend	Trimble and Dog	Universal	2 reels	
Buster's Narrow Escape	Trimble and Dog	Universal	2 reels	
Buster's Picnic	Trimble and Dog	Universal	2 reels	
Buster's Prize Winner	Trimble and Dog	Universal	2 reels	
Buster's Sleigh Ride	Trimble and Dog	Universal	2 reels	
Buster's Watch Tige	Trimble and Dog	Universal	2 reels	
By George	Sam Saylor	Universal	2 reels	
Caliph, Cupid and the Clock	"O Henry"	Fox	2 reels	
Camel's Hump		F. B. O.	1 reel	
Carrie of the Chorus (Series)	Tarbell Finch	Red Seal	2 reels	
Cat's Meow, The		Cranfield & Clarke	2 reels	Sept. 18
Caught in the Act	Laymon-Dorety	Tennet Film	2 reels	
Charleston Queen, The	"Aesop Fables"	Pathe	1 reel	
Cinder Path, The	George Lewis	Universal	2 reels	
Collegians, The (Series)	Gulliver-Lewis	Universal	2 reels	
Complete Life, The	"O Henry"	Fox	2 reels	
Comrades-in-Work	Mabel Normand	Pathe	2 reels	

Title	Star	Distributed by	Length	Reviewed
Cut Price Glory	"Life Cartoon"	Educational	1 reel	
Danger Ahead	Earl McCarthy	Artclass	2 reels	
Diamond of Kali	"O. Henry"	Fox	2 reels	
Dinky Doodle in Egypt	"Cartoon"	F. B. O.	1 reel	May. 22
Dinner Jest, The		Pathe		
Dippy Tar, A	Billy Dooley	Educational	2 reels	Oct. 16
Dizzy Dancers	Cameron-Lorraine	Fox	2 reels	Oct. 16
Dizzy Days	Bobby Ray	Rayart	2 reels	
Dodging Trouble	Neal Burns	Educational	2 reels	
Don't Be a Dummy	Arthur Lake	Universal	1 reel	Aug. 21
Dough Boy, The	Snub Pollard	Artclass	2 reels	
Easy Payments	"Helen and Warren"	Fox	2 reels	
Egged On	Charles Bowers	F. B. O.	2 reels	
Excuse Maker, The (Series of 13)				
Fatty's First Fancy	Charlie King	Universal	2 reels	
Fearless Harry	Fatty Laymon	Sava Films	2 reels	
Felix the Cat Bursts a Bubble	Earl McCarthy	Artclass	2 reels	
Felix the Cat Hunts the Hunter	"Cartoon"	Educational	1 reel	
Felix the Cat in Land O' Fancy	"Cartoon"	Educational	1 reel	
Felix the Cat in Reverse English	"Cartoon"	Educational	1 reel	
Felix the Cat Scrambled Yeggs	"Cartoon"	Educational	1 reel	Oct. 23
Felix the Cat Triumphs the Ace	"Cartoon"	Educational	1 reel	
Fighting Fool, The		Bray Prod	2 reels	Sept. 18
Fighting Fools	Wise-McKay	Artclass	2 reels	
Fighting Kangaroo, The	Conley-June	Fox	2 reels	
Fighting Spirit	George Lewis	Universal	2 reels	
Fighting to Win	George Lewis	Universal	2 reels	
Fire	Snub Pollard	Artclass	2 reels	
Fistful Culture (Series)	Louis Sargent	F. B. O.	2 reels	
Flaming Romance	Al St. John	Educational	1 reel	
Flashing Oars	George Lewis	Universal	2 reels	
Flying Papers	Earl McCarthy	Artclass	2 reels	
For Cryin' Out Loud	Neely Edwards	Universal	1 reel	Oct. 16
For the Love of Pete	"Cartoon"	Bray Prod	2 reels	Sept. 11
Fourth Alarm, The	"Our Gang"	Pathe	2 reels	Sept. 11
George Runs Wild	Sam Saylor	Universal	2 reels	
George in Love	Sam Saylor	Universal	2 reels	
George the Winner	Sam Saylor	Universal	2 reels	
Get 'Em Young	Harry Myers	Pathe	2 reels	
Getting Hitched		Bray Prod	2 reels	
George's Is in Love	Sid Saylor	Universal	2 reels	
Girl	"O. Henry"	Fox	2 reels	
Gold Brush, The	Hank Mann	Sava Films	2 reels	
Golfing Widows, The	Barbara Luddy	Fox	2 reels	
Grabbing Grabbers	Mickey Bennett	Cranfield & Clarke	2 reels	Sept. 18
Gun Shy	"Aesop Fables"	Pathe	1 reel	
Gyping Gypsies	Milburn Marante	Cranfield & Clarke	2 reels	
Gyping the Gyps	Eddie Gordon	Sava Films	2 reels	
Happy Days	Ethlyn Gibson	Artclass	2 reels	
Harem Knight, A	Ben Turpin	Pathe	2 reels	
Hearts for Rent	Arthur Lake	Universal	1 reel	
Hiram's Trip to the Exposition	Ralph Maglin	Vinci Pictures		
Hiram's Trip Up the Hudson				
His Off Day	Ralph Maglin	Vinci Pictures	1 reel	
His Taking Ways	Dunham-Gallagher	Educational	1 reel	
Hoboken to Hollywood	Al St. John	Bischoff	2 reels	
Hold Still	Billie Bevan	Pathe	2 reels	Sept. 11
Home, Sweet Home	Cornwall-Duffy	Educational	2 reels	
Honeymoon Hospital	"Aesop Fables"	Pathe	1 reel	
Hoot Mon		Fox	2 reels	
Humdingar, The	Bobby Vernon	Educational	2 reels	
Hur Ben	Johnny Arthur	Educational	2 reels	
Jane's Engagement Party	Hank Mann	Sava Films	2 reels	
Jane's Flirtation	Wanda Wiley	Universal	2 reels	
Jane's Honeymoon	Wanda Wiley	Universal	2 reels	
Jane's Inheritance	Wanda Wiley	Universal	2 reels	
Jane's Predicament	Wanda Wiley	Universal	2 reels	Aug. 14
Jane's Troubles	Wanda Wiley	Universal	2 reels	Oct. 9
Jellyfish, The	Frank Pangborn	Educational	2 reels	
Jerry the Giant	"Animal"	Fox	2 reels	July 10
Keeping His Word	Charles King	Universal	2 reels	
Killed By Kindness		Fox	2 reels	
King Bozo	"Van Bibbers"	Fox	2 reels	
Miss Me, Kate	Dunham-Gallagher	Educational	1 reel	Oct. 3
Knight Before Christmas, The				
Ko-Ko Hot After It	M. Morris-J. Luden	F. B. O.	2 reels	
Ko-Ko in the Fadeway	"Cartoon"	Red Seal	1 reel	Sept. 18
Lafayette Where Are We?	Shields-Arthur	Fox	2 reels	July 31
Lady of Lyons, N. Y., The	M. Morris-J. Luden	F. B. O.	2 reels	Aug. 28
Last Lap, The	George Lewis	Universal	2 reels	
Last Word, The	"Helen and Warren"	Fox	2 reels	
Let George Do It (Series of 13)				
Light Wines and Bearded Ladies	Sam Saylor	Universal	2 reels	
Lookout Buster!		Fox		
Lot's of Grief	Trimble and Dog	Universal	2 reels	
Love's Hurdle	"The Gumps"	Universal	2 reels	Oct. 16
Love's Last Laugh	Charles King	Universal	2 reels	Mcy 15
Love Your Neighbor	McKee-Hiatt	Pathe	2 reels	Oct. 2
Lyn' Tamer, The	Wise-McKay	Artclass	2 reels	
Madame Dynamite	Shields-Luddy	Fox	2 reels	
Making Good	Clayton-Howell-Paterson	Fox	2 reels	
Married Widow, The	George Lewis	Universal	2 reels	
Marry Month of May	Eddie Gordon	Sava Film	2 reels	
Masked Mamas	"O. Henry"	Fox	2 reels	
Masters of Arts		Pathe	2 reels	
McDougal Alley (Series)	"O. Henry"	Fox	2 reels	
Meet the Boy Friend	Chas. Doherty	F. B. O.	2 reels	
Merry Kiddo, The	Alberta Vaughn	Loumay Prod		
Midnight Follies	George Davis	F. B. O.	2 reels	
Mighty Smithy, The	"Life Cartoon"	Educational	1 reel	
Minute to Go, A	Eddie Fetherstone	Cranfield & Clarke	2 reels	Sept. 25
Missing Links	"Life Cartoon"	Educational	1 reel	Sept. 25
Mixed Brides	Wanda Wiley	Universal	2 reels	
Money Screams		Fox	2 reels	
Monkeys Prefer Blondes		Bray Prod	2 reels	
Morning, Judge	Tarbell-Finch-Shaw	Red Seal	2 reels	Sept. 11
Mother-in-Law	"Helen and Warren"	Fox	2 reels	
Motorboat, The	"Van Bibbers"	Fox	2 reels	
Movieland	Lupino Lane	Educational	2 reels	
Movie Struck	Doric Eaton	Cranfield & Clarke	2 reels	
My Kid	"Big Boy"	Educational	2 reels	Sept. 11
Napoleon, Jr		Fox		
Never Again	"The Gumps"	Universal	2 reels	Oct. 2



Title	Star	Distributed by	Length	Reviewed	Title	Star	Distributed by	Length	Reviewed
Newlyweds and Their Baby	Snookums-Clair-Dooley	Universal	2 reels		Animated Hair Cartoons (Series)	Red Seal		1 reel	
The (Series)	Snookums-Clair-Dooley	Universal	2 reels		Annie Laurie (Song and Parody)	Artclass		1 reel	
Newlyweds Quarantined	Snookums-Clair-Dooley	Universal	2 reels	June 19	Aphrodite (Novelty)	Service Film		1 reel	
Newlyweds Neighbors	Snookums-Clair-Dooley	Universal	2 reels		Around the World in Ten Minutes (Variety)	Fox		1 reel	
Nickle Hopper, The	Mabel Normand	Pathe	2 reels		At 3.25 (Variety)	Red Seal		3 reels	
Nobody Loves Me	Chas. Puffy	Universal	1 reel	Sept. 18	Austrian Alps (Variety)	Fox		1 reel	
Non-Skid Banana, The	Charley Bowers	F. B. O	2 reels		Beasts of the Veldt	Chesterfield		2 reels	
Non-Stop Bride	Hoyt-Cameron	Fox	2 reels	Sept. 25	Beating the Book (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
North of 67	Sid Smith	Sava Films	2 reels		Beautiful Britain	Cranfield & Clarke		1 reel	
Nothing to Live For	Al Joy	Ricardo Films	2 reels		Beauty and the Beach	Cranfield & Clarke		2 reels	
Not to Be Trusted	"Helen and Warren"	Sava Films	2 reels		Beechnuts	Cranfield & Clarke		1 reel	Sept. 11
Oh! For a Nurse	Sid Smith	Bray Prod	2 reels	Sept. 18	Big and Little	Pathe		1 reel	
Oh! Monkey Be Good	Ethlyn Gibson	Artclass	2 reels		Birds in the Treetops	Cranfield & Clarke		1 reel	
Oh! Winnie Behave	Neely Edwards	Universal	1 reel	Sept. 25	Blood Will Tell	American Cinema		2 reels	
Olga's Boatman	Mabel Normand	Pathe	2 reels		Blue Boy, The	Educational		2 reels	Sept. 11
One Hour Married	Al Joy	Bray Prod	2 reels		Bruce Scenic Novelty, No. 1	Educational		1 reel	Oct. 2
On the Farm	Al Joy	Rayart	2 reels		Bruce Scenic Novelty, No. 2	Educational		1 reel	Sept. 11
On the Jump	"Mutt & Jeff"	Short Film Syn	1 reel	Mar. 6	Bruce Scenic Novelty, No. 3	Educational		1 reel	
On Thin Ice	"Big Boy"	Educational	2 reels		Bruce Scenic Novelty, No. 4	Educational		1 reel	
Open Spaces	Al Joy	Ricardo Films	2 reels		Bruce Scenic Novelty, No. 5	Educational		1 reel	
Orphan, The	Al Joy	Ricardo Films	2 reels		Bruce Scenic Novelty, No. 6	Educational		1 reel	
Over There	Alice Day	Pathe	2 reels	Sept. 25	Bruce Scenic Novelty, No. 7	Educational		1 reel	
Peris of Petersboro, The	"Aesop Fables"	Pathe	1 reel	Sept. 11	Bruce Scenic Novelty, No. 8	Educational		1 reel	
Pests	"Cartoon"	Bray Prod	2 reels	Oct. 23	Bruce Scenic Novelty, No. 9	Educational		1 reel	
Pete's Haunted House	"Aesop Fables"	Pathe	1 reel	Oct. 16	Bruce Scenic Novelty, No. 10	Educational		1 reel	
Phoney Express, The	Al St. John	Educational	2 reels		Bruce Scenic Novelty, No. 11	Educational		1 reel	
Pink Elephants	Charles King	Universal	2 reels	Oct. 23	Bruce Scenic Novelty, No. 12	Educational		1 reel	
Please Excuse Me	Dunham-Gallagher	Educational	1 reel		Bull's Eye (Sportlight)	Pathe		1 reel	
Plumb Goofy	George Davis	Educational	1 reel		By the Light of the Silvery Moon (Song Car-Tune)	Red Seal		1 reel	
Pound Foolish	Ben Turpin	Pathe	2 reels	Sept. 25	Castle Novelty (Series of 13)	Red Seal		1 reel	
Prodigal Bridgroom, The	"O. Henry"	Fox	2 reels		Cathedral of St. Paul's	Cranfield & Clarke		1 reel	Sept. 18
Psyche and the Psyscraper	Bray Prod	Pathe	2 reels	Oct. 23	Chronicles of America (Series of 18)	Pathe		3 reels	
Punches and Perfume	Dunham-Gallagher	Educational	2 reels	Sept. 25	Churchyards of America, Issue A	Red Seal		1 reel	Sept. 18
Radio Bug, The	Laymon-Dorety	Tennek Film	2 reels		Cliff Dwellers of America (Variety)	Fox		1 reel	
Radio Mad	Mabel Normand	Pathe	2 reels		Colorado (Variety)	Fox		1 reel	
Raggedy Rose	"Life Cartoon"	Educational	1 reel		Coming Thro' the Rye (Song Car-Tune)	Educational		1 reel	
Raging Tide, The	Al St. John	Bischoff	2 reels		Constantinople (Variety)	Fox		1 reel	
Rain and Shines	Alberta Vaughn	F. B. O	2 reels		Curiosities—The Movie Side Show (Series)	Educational		1 reel	
Read 'Em and Leap	George Lewis	Universal	2 reels		Dangerous Game, A (Mustang)	Universal		2 reels	
Relay, The	"Aesop Fables"	Pathe	1 reel	Oct. 23	Dark Horse, A (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Road House, The	Al Joy	Rayart	2 reels		Dog's Way, A	Chesterfield		2 reels	
Sailing Along	Earl McCarthy	Artclass	2 reels		Durable Souls (Sportlight)	Pathe		1 reel	
Sawdust Baby	Charles King	Universal	2 reels		Family Album, The (Sketch Book)	Pathe		1 reel	
Second Hand Excuse, A	"The Gumps"	Universal	2 reels		Fangs of Vengeance	Chesterfield		2 reels	
Shady Rest	Sid Smith	Sava Films	2 reels		Fashions in Photographs	Pathe		1 reel	Sept. 4
She Beast, The	Jimmie Adams	Educational	2 reels		Fighting Marine, The (Serial)	Pathe		10 episodes	Sept. 11
Shell Shocked	Charles King	Universal	2 reels	May 15	Fighting With Buffalo Bill (Serial)	Universal		10 episodes	Oct. 16
She's My Cousin	A. Day-E. Quillan	Pathe	2 reels	Oct. 23	Figures of Fancy (Hodge Podge)	Educational		1 reel	
Should Husbands Marry?	Jimmy Finlayson	Pathe	2 reels	Sept. 11	Film Facts (Series)	Red Seal		1 reel	
Should Husbands Pay?	Earl McCarthy	Artclass	2 reels		Film Reporter, The (Series of 13)	Red Seal		1 reel	
Sign Them Papers	"Mutt & Jeff"	Short Film Syn	1 reel		Film Reporter, The, Issue A	Red Seal		1 reel	
Skating Instructors	Hiatt-McKee	Pathe	2 reels		Fire Fighters, The (Serial)	Universal		10 episodes	
Smith's Landlord	Hiatt-McKee	Pathe	2 reels	Aug. 28	Florida Pastel	Cranfield & Clarke		1 reel	
Smith's Vacation	Hiatt-McKee	Pathe	2 reels	Oct. 16	Frontier Post, A (Variety)	Fox		1 reel	
Smith's Visitor	"Newlyweds"	Universal	2 reels	June 19	Fugitive Futurist (Novelty)	Cranfield & Clarke		1 reel	
Snookum's Buggy Ride	"Newlyweds"	Universal	2 reels		Game Hunting in Abyssinia	Red Seal		1 reel	
Snookum's Outing	"Newlyweds"	Universal	2 reels		Gems of the Screen (Series)	Tennek Film		1 reel	
Snookum's Playmate	"Newlyweds"	Universal	2 reels		Giggles (Novelty Series)	Cranfield & Clarke		1 reel	
Snookum's First Tooth	"Newlyweds"	Universal	2 reels	June 26	Glimpses of Switzerland	Cranfield & Clarke		2 reels	
Society Architect, A	Charles King	Fox	2 reels		God's Country	Hi-Mark Prod		2 reels	
Some More Excuses	Al Joy	Ricardo Films	2 reels		Golden Spurs, The (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Spooky Money	Hank Mann	Sava Films	2 reels		Great Lakes, The (Variety)	Fox		1 reel	
Stage Shy	Lige Conley	Fox	2 reels	Sept. 11	Guess Who (Series)	Artclass		1 reel	
Steeplechaser, The	Wise-McKay	Artclass	2 reels		Guess Who, No. 1	Artclass		1 reel	
Strictly Kosher	Lloyd Hamilton	Educational	2 reels	Oct. 23	Guess Who, No. 2	Artclass		1 reel	
Teacher, Teacher	Charley Chase	Pathe	2 reels	Oct. 16	Guess Who, No. 3	Artclass		1 reel	
Tell 'Em Nothing	"Van Bibbers"	Fox	2 reels		Guess Who, No. 4	Artclass		1 reel	
Tennis Story, The	Charles Puffy	Universal	1 reel		Hair Cartoons, No. 15	Red Seal		1 reel	
Thanks for the Boat Ride	"Aesop Fables"	Pathe	1 reel		Hair Cartoons, No. 16	Red Seal		1 reel	
That's My Baby	Arthur Lake	Universal	1 reel	Sept. 4	Hair Cartoons, No. 17	Red Seal		1 reel	
Through Thick and Thin	Arthur Lake	Universal	1 reel	Oct. 23	Haunted Homestead, The (Mustang)	Universal		2 reels	
Tiddly Winks	Neely Edwards	Universal	1 reel	Sept. 11	Hearts and Horses (Donoghue Racing Drama)	Hi-Mark Prod		2 reels	
Too Much Sleep	Charley Bowers	F. B. O	2 reels		Heavenly Bodies	Service Film		1 reel	
Two Dollars, Please	Jack Duffy	Educational	2 reels	Sept. 11	Heavens Above (Novelty)	Arthur J. Lamb		2 reels	
Unquitable Pickle, The	Hank Mann	Sava Films	2 reels		Her First Night in a Beauty Parlor	Service Film		1 reel	
Uppercuts	Fat Men	F. B. O	2 reels		Hero Land (Color Novelty)	Cranfield & Clarke		1 reel	
Vulgar Boatman, The	Hank Mann	Sava Films	2 reels		Heroes of the Sea	Chesterfield		2 reels	
Vulgar Yachtsman, The	Arthur Lake	Universal	1 reel	Oct. 9	His Pal Fearless (Dog)	Pathe		1 reel	Sept. 25
Wanderers of Wetland	"Aesop Fables"	Pathe	1 reel	Sept. 25	Hitting the Bull's-Eye	Short Film		1 reel	
Wanted a Bride	Reata Hoyt	Fox	2 reels		Homeless Husbands' Land (Novelty)	Tennek Film		1 reel	
Watered Stock	Wanda Wiley	Universal	2 reels		Honeymoon Cruises	Pathe		1 reel	
Westerner, The	Charles King	Universal	2 reels	May 22	House Without a Key (Serial)	Pathe		1 reel	
What Happened to Jane	Charles King	Universal	2 reels		Housing Problem	Bray Prod		1 reel	Oct. 23
(Series of 13)	Charles King	Universal	2 reels		How I Hate to Get Up (Song Parody)	Artclass		1 reel	
What'll You Have?	Bronte Classic	Red Seal	1 reel		If a Picture Tells a Story	Cranfield & Clarke		1 reel	
What's Your Hurry?	Charles King	Universal	2 reels	Sept. 25	Inland Voyage, An (Variety)	Fox		1 reel	
When Do We Eat?	"Aesop Fables"	Pathe	1 reel	Oct. 2	International Detective Stories (Series)	Tennek Film		2 reels	
Which Is Which?	Sam Saylor	Universal	2 reels		It Can Happen to You (Scandal of America)	Artclass		1 reel	
Why Argue?	Wise-McKay	Artclass	2 reels		Jewels of Venus	Universal		2 reels	Sept. 11
Why George?	Bobby Vernon	Educational	2 reels	Sept. 25	Jim Hood's Ghost (Mustang)	Pathe		1 reel	
Why Pay Rent?	Charles Puffy	Universal	1 reel		Joseph the Ruler (Pilgrimage to Palestine)	Pathe		1 reel	
Wife Shy	Ethlyn Gibson	Artclass	2 reels		Journey of the Israelites, The (Pilgrimage to Palestine)	Pathe		1 reel	
Wild Bill	Ethlyn Gibson	Artclass	2 reels		Jungle Heroine, A	Chesterfield		2 reels	
Wild Roamer, A	Guard-Cooke	F. B. O	2 reels		Jungle Mystery	Sava Films		2 reels	Oct. 9
Winnie's Birthday	Helene Chadwick	Pathe	2 reels	Oct. 16	Jungle Round-Up, A	Sava Films		2 reels	
Winnie's Vacation	Eddie Gordon	Sava Films	2 reels		Jungle Secrets	Chesterfield		2 reels	
Wisecrackers (Series)	Charles Puffy	Universal	1 reel		Jungle Tragedy, A	Red Seal		1 reel	
Wise Guys Prefer Brunettes	Ethlyn Gibson	Artclass	2 reels		Keeping 'Em Guessing (Series)	Red Seal		1 reel	
Wise Quacker, The	Snub Pollard	Artclass	2 reels		Keeping 'Em Guessing, No. 2	Red Seal		1 reel	
Wives and Women					Key-Hole Cruise, A (Hodge Podge)	Educational		1 reel	
Working Winnie					Knight of the Pigskin, A (Racing Drama)	Hi-Mark Prod		2 reels	
Yokel, The					Ko Ko Song Car-Tune (Series)	Red Seal		1 reel	

## Short Subjects

Title	Star	Distributed by	Length	Reviewed
Abraham, the Patriarch (Pilgrimage to Palestine)		Pathe	1 reel	Sept. 25
Alexander's Ragtime Band (Song and Parody)		Artclass	1 reel	
Alpine S. O. S.		Cranfield & Clarke	2 reels	
America Today (Variety)		Fox	1 reel	
Maryland, My Maryland (Variety)		Fox	1 reel	
Marvels of Motion, Issue M		Red Seal	1 reel	
Marvels of Motion (Series)		Red Seal	1 reel	
Merry-Go-Round of Travel, A (Hodge Podge)		Educational	1 reel	Oct. 16



Title	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Modern Venus, The		Cranfield & Clarke	1 reel		American Tragedy, An		Paramount		
Mona Lisa, The		Educational	2 reels		An Angel Passes	Adolphe Menjou	Paramount		
More Ways Than One (Spotlight)		Pathe	1 reel	Oct. 16	Ankles Preferred		Fox		
Mother O' Mine		Cranfield & Clarke	1 reel		Anna Karenina	Lillian Gish	M-G-M		
Mount Sinai (Pilgrimage to Palestine)		Pathe	1 reel	Oct. 23	Annie Laurie	Lillian Gish	M-G-M		
Movie Struck		Cranfield & Clarke	2 reels		Aristocrat, The		Famous Attractions		
My Lady's Stockings (Variety)		Fox	1 reel		Arizona Nights	Fred Thomson	F. B. O.		
Night Prowler, The (Scandal of America)		Artclass	1 reel		Arizona Whirlwind, The	Bill Cody	Assoc. Exhib.		
Nurnberg the Toy City (Sketch Book)		Pathe	1 reel		Ashes	C. Griffith-T. Moore	First National		
Old Black Joe (Song Car-Tune)		Red Seal	1 reel	July 10	Atlantis		First National		
Out of the Inkwell (Series)		Red Seal	1 reel		Auctioneer, The	George Sidney	Fox		
Overnight From Paris (Variety)		Fox	1 reel		Avenger, The	Bob Custer	F. B. O.		
Pack up Your Troubles (Song Car-Tune)		Red Seal	1 reel		Back Slapper, The	John Gilbert	M-G-M		
Pathe Review, No. 35		Pathe	1 reel		Bad Little Good Girl		Chadwick		
Pathe Review, No. 37		Pathe	1 reel		Bandit Buster, The	Wally Wales	Assoc. Exhib.		
Pathe Review, No. 38		Pathe	1 reel		Bandits of the Air	Al Wilson	Assoc. Exhib.		
Pathe Review, No. 39		Pathe	1 reel		Barbed Wire	Pola Negri	Paramount		
Pathe Review, No. 40		Pathe	1 reel		Bardleys the Magnificent	John Gilbert	M-G-M	9 reels	Oct. 23
Pathe Review, No. 41		Pathe	1 reel		Bargain Bride, The	Mary Philbin	Universal		
Pathe Review, No. 42		Pathe	1 reel		Barriers of Fire	Monte Blue	Warner Bros		
Pathe Review, No. 43		Pathe	1 reel	Oct. 23	Beau Geste	Special Cast	Paramount	10 reels	Sept. 11
Pathe Review, No. 44		Pathe	1 reel		Beauty	Special Cast	M-G-M		
Pathe Review, No. 45		Pathe	1 reel		Beauty and the Beast	Colman-Banky	United Artists		
Payroll Holdup, The (Scandal of America)		Artclass	1 reel		Bed and Board	Doris Kenyon	First National		
Pilgrimages to Palestine (Series)		Universal	1 reel		Behind the Lines	Sandow (Dog)	Assoc. Exhib.		
Pinnacle Rider, The (Mustang)		Universal	2 reels	Oct. 16	Behind the Screen	Special Cast	M-G-M		
Pioneer Blood (Mustang)		Universal	2 reels	Oct. 16	Beloved Enemy, The	Boyd-Goudal	Prod. Dist. Corp.		
Pperock Goes Wild (Tuttle Western)		Universal	2 reels		Beloved Fraud, The	John Barrymore	American Cinema		
Popular Song Parodies (Series)		Artclass	1 reel		Beloved Rogue, The		United Artists		
Pup's Tale, A (Sketch Book)		Pathe	1 reel	Oct. 23	Ben Burbridge's African				
Radio Personalities (Series)		Artclass	1 reel		Gorilla Hunt	Special Cast		8 reels	June 26
Radio Personalities, Vol. A		Artclass	1 reel		Ben-Hur	Special Cast	M-G-M	12000 feet	Jan. 16
Radio Personalities, Vol. B		Artclass	1 reel		Bertha, the Sewing Machine				
Radio Personalities, Vol. C		Artclass	1 reel		Girl	Madge Bellamy	Fox		
Radio Personalities, Vol. D		Artclass	1 reel		Better Ole, The	Syd Chaplin	Warner Bros	9 reels	Oct. 23
Rambling in Old Japan		Cranfield & Clarke			Beware of Widows	La Plante-T. Moore	Lumas		
Reelviews (Series)		Red Seal	1 reel		Beyond the Trail	Bill Patton	Chesterfield	5 reels	
Reelviews, Issue I		Red Seal	1 reel		Bigger They Are, The	George O'Hara	F. B. O.		
Restless Race, The (Spotlight)		Pathe	1 reel	Oct. 16	Big Gun, The	George Lewis	Universal		
Return of the Riddle Rider, The (Serial)		Universal	10 episodes		Big Parade, The	John Gilbert	M-G-M	12550 feet	Nov. 28
Riding for a King (Donoghue Racing Drama)		Hi-Mark Prod	2 reels		Bill of Sale, The		Arthur J. Lamb		
Ringer, The (Donoghue Racing Drama)		Hi-Mark Prod	2 reels		Bill Smith, M.D.		Universal		
Rocky Mountain Gold		Fox	1 reel	Oct. 9	Birds of Prey		Columbia Pictures		
Rushing Waters		Cranfield & Clarke			Bitter Apples	Monte Blue	Warner Bros		
Saddle Tramp, The (Mustang)		Universal	2 reels		Black Diamond Express, The	Monte Blue	Warner Bros		
Scandal of America (Series)		Artclass	1 reel		Black Ivory		Warner Bros		
Scotty of the Scouts (Serial)		Rayart			Black Tears		Gorman Pictures		
Screen Star Sports (Series)		Artclass	1 reel		Blazing Courage	Buffalo Bill, Jr	Assoc. Exhib.		
Screen Star Sports, Vol. A		Artclass	1 reel		Border Patrol, The	Harry Carey	Pathe		
Screen Star Sports, Vol. B		Artclass	1 reel		Border Thunderbolt, The	Bill Cody	Assoc. Exhib.		
Screen Star Sports, Vol. C		Artclass	1 reel		Branded	Bob Custer	F. B. O.		
Screen Star Sports, Vol. D		Artclass	1 reel		Bred in Old Kentucky	Viola Dana	F. B. O.		
Screen Snapshots (Series)		Columbia	1 reel		Breed of the Sea	R. Ince-M. Livingston	F. B. O.		
Searchlight (Series)		Red Seal	1 reel		Broadway Drifter, A		Gorman Pictures		
Searchlights, Issue M		Red Seal	1 reel		Broncho Twister, The	Buck Jones	Fox		
Seas of the World		Red Seal			Brute, The	Monte Blue	Warner Bros		
Shadowland		Cranfield & Clarke	1 reel	Sept. 18	Bull Dog Luck	Wally Wales	Assoc. Exhib.		
Shadows of the Tiger		Sava Films	2 reels		Burning Bridges	Harry Carey	Pathe		
Sheik of Araby, The (Song Parody)		Artclass	1 reel		Butter and Egg Man, The		First National		
Shoot 'Em Up, Kid (Mustang)		Universal	2 reels	Aug. 28	Callahans and the Murphys, The		M-G-M		
Short Shots (Series of 26)		Castle Films	1 reel		Call in the Night, A		Truart	5000 feet	
Short Shots, No. 1		Castle Films	1 reel	Oct. 16	Camille	Pola Negri	Paramount		
Short Shots, No. 2		Castle Films	1 reel		Cancelled Debt, The	Special Cast	Sterling Pict		
Short Shots, No. 3		Castle Films	1 reel		Canyon of Light	Tom Mix	Fox		
Short Shots, No. 4		Castle Films	1 reel		Captain Salvation		M-G-M		
Short Shots, No. 5		Castle Films	1 reel		Captain's Courage, A	R. Holt-D. Dwan	Rayart		
Show Cowpuncher, The (Mustang)		Universal	2 reels	Oct. 23	Casey at the Bat	W. Beery-R. Hatton	Paramount		
Silent Flyer, The (Serial)		Universal	10 episodes		Cat and the Canary, The	Jean Hersholt	Universal		
Sin		Cranfield & Clarke	2 reels		Certain Young Man, A	Ramon Novarro	M-G-M		
Sketch Book (Series)		Pathe			Chains	Bennett-Colman	United Artists		
Skenographs (Series)		Cranfield & Clarke			Charity Ball, The		M-G-M		
Sky Skidder, The (Serial)		Bischoff	10 episodes	June 26	Cheating Danger	Dick Talmadge	Universal		
Snowed In (Serial)		Pathe	10 episodes		Cheerful Fraud, The	Reginald Denny	Universal		
Songs of Yesterday		Cranfield & Clarke	1 reel	Oct. 16	Cheyenne Days	Hoot Gibson	Universal		
So This Is America (Travelogue)		Castle Films	1 reel	Oct. 16	Chic Chick, The	Alberta Vaughn	F. B. O.		
So This Is Europe (Travelogue)		Castle Films	1 reel	Oct. 16	Children of Divorce		Paramount		
Spanish Holiday, A (Variety)		Fox	1 reel		Cigarette Maker's Romance, The	Special Cast	M-G-M		
Sportsman's Dream		Cranfield & Clarke			Circus, The	Charles Chaplin	United Artists		
Steele Preferred		American Cinema			City, The	J. Gaynor-W. McGrail	Fox		
Stick-up Man (Scandal of America)		Artclass	1 reel		City of Shadows, The		F. B. O.		
St. Pauls		Cranfield & Clarke	1 reel		Climbers, The	Irene Rich	Warner Bros		
Table Manners		Bray Prod.	2 reels	Sept. 25	Closed Gates	Special Cast	Sterling Pict		
Teaching Table Manners Via Films		Red Seal	1 reel		Clown, The		Columbia Pict		
Terrors of the Jungle		Sava Films	2 reels		Cohens and the Kellys in Paris, The				
Then and Now (Curiosity)		Educational	1 reel		College Widows	Dolores Costello	Warner Bros		
Trails of the Gods		Cranfield & Clarke	1 reel		Come On, Charley	Devore-Horton	Assoc. Exhib.		
Trail of the North Wind		Cranfield & Clarke	2 reels		Coney Island	Special Cast	M-G-M		
Travels in Toyland (Variety)		Fox	1 reel		Confession	Pola Negri	Paramount		
Tulip Land		Cranfield & Clarke	1 reel		Confessions of a Bachelor		Assoc. Exhib.		
Under Colorado Skies (Variety)		Fox	1 reel		Confessions of a Flapper		Assoc. Exhib.		
Unexpected Visitor (Scandal of America)		Artclass	1 reel		Confessions of a Divorcee		Assoc. Exhib.		
Valiant Skipper, The		Cranfield & Clarke	2 reels		Confessions of a Widow		Assoc. Exhib.		
Vanishing Millions (Serial)		Sierra Pictures	15 episodes	Oct. 23	Corporal Kate	Vera Reynolds	Prod. Dist. Corp.		
Velocity (Novelty)		Bray Prod.	2 reels	Oct. 9	Cossacks, The	John Gilbert	M-G-M		
Whatnots (Curiosity)		Educational	1 reel	Sept. 25	Country Doctor, The	Faye-R. Schildkraut	Prod. Dist. Corp.		
When Bonita Rode (Mustang)		Universal	2 reels		Cowboy Grit	Buffalo Bill, Jr	Assoc. Exhib.		
When Oscar Went Wild (Mustang)		Universal	2 reels		Cow Punching for Cupid	Tom Tyler	F. B. O.		
Whirlwind Driver, The (Mustang)		Universal	2 reels	Sept. 18	Cradle Snatchers		Fox		
Whirlwinds (Series)		F. B. O.			Crashing Hoofs	Bob Custer	F. B. O.		
Wire Tigers, The		Chesterfield	2 reels		Crashing Timbers	Harlan-Dana	Universal		
Where the Silver River Gleams		Cranfield & Clarke	1 reel		Crazy Fool, The		M-G-M		
Whispering Smith Rides (Serial)		Universal	10 episodes		Crisis, The	Special Cast	M-G-M		
Who Is Safe? (Scandal of America)		Artclass	1 reel		Crooks Tours	George O'Hara	F. B. O.		
Wonder Book Series		Short Film	1 reel		Cruise of Jasper B, The	Rod La Rocque	Prod. Dist. Corp.		
Wonders of the Blue Gulf of Mexico					Cruel Truth, The		Sterling Pict		

## Coming Attractions

Feature	Star	Distributed by	Length	Reviewed
Ace High	Hoot Gibson	Universal		
Adorable Deceiver	Alberta Vaughn	F. B. O.		
Advice to the Lovelorn		Universal		
After All	Norma Shearer	M-G-M		
Against the Wall	Wally Wales	Assoc. Exhib.		
Alias the Deacon	Jean Hersholt	Universal		
Alonzo, the Armless	Lon Chaney	M-G-M		
Almost a Lady	Marie Prevost	Prod. Dist. Corp.		

Feature	Star	Distributed by	Length	Reviewed
Day of Souls, The	Gilbert-Adoree	M-G-M		
Dead Command, The	Special Cast	M-G-M		
Dearie	L. Fazenda-W. Louis	Warner Bros		
Desert Legion, The	Fred Thomson	F. B. O.		
Desert's Toil, The	Frances McDonald	M-G-M		
Desert Valley	Buck Jones	Fox		
Desert Whirlwind, The	Bob Custer	F. B. O.		
Detour		Prod. Dist. Corp.		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Devil's Master, The	G.O'Brien-J.Gaynor	Fox			Irish Eyes	George O'Hara	F. B. O.		
Devil's Partner, The		Truart			Irish Hearts	Dolores Costello	Warner Bros		
Diamond Handcuffs	Mae Murray	M-G-M	5000 feet		Isle of the Forbidden Kisses	Jack Trevor	Universal		
Dixie		Universal			Isle of Life, The	Stone-Kenyon	First National		
Do Cloth's Make the					Isle of Life, The	Stone-Kenyon	Special Cast		
Woman?	Mrs. Valentino	F. B. O.			It	A. Moreno-C. Bow	Paramount		
Don Juan	John Barrymore	Warner Bros	10 reels	Aug. 21	It Could Have Happened	Colleen Moore	First National		
Don't Tell the Wife	Irene Rich	Warner Bros			Jack o'Diamonds	George O'Hara	F. B. O.		
Double Handed Bandit, The	Bob Custer	F. B. O.			Jail Birds, Inc.	Special Cast	First National		
Down Grade, The	Wm. Fairbanks	Lumas			Jason	George Jessel	M-G-M		
Down the Stretch	Agnew-Nixon	Universal			Jerry Settles Down	Tom Tyler	Warner Bros		
Driven From Home		Chadwick			Jewels of Desire	Priscilla Dean	F. B. O.		
Drivin' Mad		American Cinema			Jim The Conqueror	W. Boyd-E. Fair	Prod. Dist. Corp		
Duke of Black Butte, The	Fred Humes	Universal			Jocelyn's Wife	Pauline Frederick	Prod. Dist. Corp		
Eager Lips		Chadwick			Just Off Broadway	Corinne Griffith	Tiffany		
Eden's Fruit		Famous Attractions			Kidnapped in New York		American Cinema		
Everybody's Acting	Betty Bronson	Paramount			Kid's Last Fight, The	Tom Tyler	F. B. O.		
Exclusive Rights		Famous Attractions			King of Kings, The	Special Cast	Prod. Dist. Corp		
Exit Smiling	Beatrice Lillie	M-G-M			King of the Air	Al Wilson	Assoc. Exhib		
Eyes of the Totem	Special Cast	Assoc. Exhib			Kiss and Make Up	Laura La Plante	Universal		
Eyes of Youth	Gloria Swanson	United Artists			Ladies Must Love	Rod La Rocque	Prod. Dist. Corp		
False Hopes		Gorman Pictures			Ladies of Ease		Chadwick		
Fangs of Alaska, The	Sandow (Dog)	Assoc. Exhib			Lady Be Good		First National		
Fast and Furious	Reginald Denny	Universal			Lady of Leisure	Special Cast	M-G-M		
Fast Life in New York	Special Cast	M-G-M			Lady With the Lamp, The		Florence Nightingale Prod.		
Fifth Horseman, The		Lee-Bradford			Larceny, Ltd.	Evelyn Brent	F. B. O.		
Fighting Cub, The	Richard Talmadge	Truart	5800 feet		Last of Mrs. Cheyney	Adolphe Menjou	Paramount		
Fighting Don, The	Jack Hoxie	Universal			Laurels	Mae Murray	M-G-M		
Fighting Foundling, The	Jetta Goudal	Prod. Dist. Corp			Lawless Valley	Bill Cody	Assoc. Exhib	5000 feet	
Fighting Love, A	Gene Tunney	Pathe			Les Miserables (in 2 parts)	Special Cast	Universal		
Fighting Marine, The	Bob Custer	F. B. O.			Let's Go	Fred Humes	Universal		
Fighting Ranger, The	L. Fazenda-J. Murray	Warner Bros			Life of an Actress		Chadwick		
Fingerprints		Assoc. Exhib			Life of a Woman		Tiffany	6500 feet	
Finnegan's Ball	M. MacAvoy-C. Ray	M-G-M			Lightning Chaser, The	George O'Hara	F. B. O.		
Fire Brigade, The	Buddy Roosevelt	Assoc. Exhib			Lightnin' Lariat	Tom Tyler	F. B. O.		
Flaming Fury	Ranger (Dog)	F. B. O.			Lightning Express, The		Columbia Pictures		
Flashing Fangs		American Cinema			Limehouse Lou	Evelyn Brent	F. B. O.		
Flash in the Night, A	Dick Talmadge	Universal			Little Adventure, The	Vera Reynolds	Prod. Dist. Corp		
Flash Kid, The	J. Gilbert-G. Garbo	M-G-M			London	Dorothy Gish	Paramount		
Flesh and the Devil, The	Al Wilson	Assoc. Exhib			Look Who's Here	Dick Talmadge	Universal		
Flying Fool, The		Universal			Lord Hokum	E. E. Horton	Assoc. Exhib		
Follow the Signs	Bill Cody	Assoc. Exhib			Lost House, The		Columbia Pictures		
Forbidden Trails		Gotham Prod			Love in a Cottage	Betty Compson	M. P. Guild		
Forest of Destiny, The		Columbia Pictures			Love Me and the World Is		Universal		
For Ladies Only	Marie Prevost	Prod. Dist. Corp			Mine	Philblin-Kerry	Universal		
For Wives Only	Richard Barthelmess	First National			Love o' Women	Blanche Sweet	Fox		
Four Feathers	Reginald Denny	Universal			Love's Greatest Mistake		Paramount		
Four Flusher, The					Love Thrill, The	Laura La Plante	Universal		
Four Horsemen of America, The	Special Cast	Assoc. Exhib			Loyalties	Special Cast	Fox		
Four Stragglers, The	Special Cast	M-G-M			Lure of the West	Eileen Sedgwick	Chesterfield	5 reels	
Fourth Commandment, The					Lure of the Yukon, The		Assoc. Exhib		
Free Souls	Belle Bennett	Universal			Lying Truth, The	Milton Sills	First National		
Fresh Air	Norma Shearer	M-G-M			Madame Pompadour	Dorothy Gish	British National Pictures, Inc.		
Frozen Justice	Ray-Olmstead	M-G-M			Mad Girl of Moscow, The	Evelyn Brent	F. B. O.		
Fullback, The	Victor McLagen	Fox			Magic Garden, The		F. B. O.		
Funny Face		Fox			Man and the Woman	Special Cast	M-G-M		
Gaby	Alberta Vaughn	F. B. O.			Man Bait	Marie Prevost	Prod. Dist. Corp		
Gambling Chaplain, The	V. Valli-G. O'Brien	Fox			Man of Quality, A	George Walsh	Excellent Pictures	5800 feet	
Galloping Thunder	Special Cast	M-G-M			Manon Lescaut	John Barrymore	Warner Bros		
Garden of Allah, The	Tom Tyler	F. B. O.			Man Who Forgot God		Paramount		
Garden of Allah, The	Alice Terry	M-G-M			Man With a Thousand Faces				
Garden of Eden, The	N. Talmadge-R. Colman	United Artists			Married Alive	Special Cast	M-G-M		
Gay Old Bird, The		M-G-M			Mary of Vassar	Livingston-M. Moore	Fox		
General, The	Fazenda-Louis	Warner Bros			Masquerade Bandit, The	Marion Davies	M-G-M		
Get Off the Earth	Buster Keaton	United Artists			Matinee Ladies	Tom Tyler	F. B. O.		
Get Set-Go	Raymond Griffith	Paramount			McFadden's Flats	Special Cast	Warner Bros		
Getting Gertie's Garter	George O'Hara	F. B. O.			Memories	Murray-Conklin	First National		
Gilt-Edged	Marie Prevost	Prod. Dist. Corp			Men Women Love	Ramon Novarro	M-G-M		
Gilt-Edged	Richard Talmadge	F. B. O.			Merry Wives of New York	Holmquist-N. Welch	True Story Pictures	5900 feet	
Girl in the Rain, The	David Butler	F. B. O.			Message to Garcia, A		Chadwick		
Girl Who Dared, The	Evelyn Brent	Carlome Pict			Metropolis	Special Cast	M-G-M		
Girl Who Smiles, The		Columbia Pictures			Midnight Sun, The	Special Cast	Paramount		
Glorious Gamble, The		F. B. O.			Mike Donovan of Ireland	O'Malley-La Plante	Universal	8767 feet	May 15
Glory Diggers, The	Evelyn Brent	M-G-M			Millionaires	G. Sidney-L. Fazenda	First National		
God Gave Me Twenty Cents	Special Cast	Paramount			Million Bid, A	Dolores Costello	Warner Bros		
God's Great Wilderness		American Cinema			Million Dollar Doll		Assoc. Exhib		
Going! Going! Gone!	George O'Hara	F. B. O.			Missing Link, The	Syd Chaplin	Warner Bros		
Gold	C. Geraghty				Miss 318	Special Cast	M-G-M		
Goose Man, The	Special Cast	M-G-M			Miss Manhattan	Betty Comoson	M. P. Guild		
Gorilla, The					Money Isn't Everything	R. Ince-D. Revier	Columbia		
Grand Army Man, The		Fox			Monkey Talks, The	Bellamy-Lowe-J. Trevor	Fox		
Great Galeoto, The	Novarro-Terry	M-G-M			Morals of Today		Gorman Pictures		
Greatest Show on Earth	Wallace Beery	Paramount			Mortimer's Millions	Johnny Hines	First National		
Gulliver's Travels		Universal			Mother		F. B. O.		
Gun Gospel	Ken Maynard	First National			Mountain Eagle	Nita Naldi	Lee-Bradford	6000 feet	
Hairpin Duchess, The	Special Cast	M-G-M			Mountains of Manhattan		Lumas		
Hair-Trigger Barton	Bob Custer	F. B. O.			Music Master, The		Fox		
Harp in Hock, A	Schildkraut-Coghlan	Prod. Dist. Corp			My Official Wife	I. Rich-Tearle	Warner Bros		
Hat of Destiny, The		First National			Mysterious Island	Special Cast	M-G-M		
Haunted Lady, The		Assoc. Exhib			Mysterious Rider, The		Paramount		
Haven, The	Special Cast	M-G-M			Mystery Lady, The	Special Cast	M-G-M		
Head of the House of Coombe, The					My Wife's Friend		First National		
Heart Collector, The	Alberta Vaughn	First National			My Wife's Honor	Dolores Del Rio	Fox		
Heart of a Cowboy, The	Bob Custer	F. B. O.			Naghty But Nice	Colleen Moore	First National		
Heart of Maryland, The	Dolores Costello	Warner Bros			Naghty Marietta	Marion Davies	M-G-M		
Heart Thief, The	Jos. Schildkraut	Prod. Dist. Corp			Nest, The	Pauline Frederick	Excellent Pictures	7000 feet	
Held by the Law	M. De La Motte	Universal			Nervous Wreck, The	Special Cast	Prod. Dist. Corp	6 reels	Oct. 23
Hello Bill		F. B. O.			New York	Lya de Putti	Paramount		
Hell's Kitchen		First National			Next Generation, The	Special Cast	M-G-M		
Her Father Said No	Brian-Cooke-Guard	F. B. O.			Next Year's Model	Alberta Vaughn	F. B. O.		
Hero on Horseback, A	Hoot Gibson	Universal			Night Bride, The	Marie Prevost	Prod. Dist. Corp		
High Society	Tom Mix	Fox			Night of Love, The	Colman-Banky	United Artists		
High Stakes	Evelyn Brent	F. B. O.			Night School, The		M-G-M		
Hills of Kentucky	Rin-Tin-Tin	Warner Bros			Night Siren, The	Evelyn Brent	F. B. O.		
His Dog	Rod La Rocque	Prod. Dist. Corp			Night Watch, The	Special Cast	Truart	5000 feet	
Hi! Taxi	George O'Hara	F. B. O.			Noah's Ark	Special Cast	Warner Bros		
Holy Terror, A		Fox			Nobody's Widow	Leatrice Joy	Prod. Dist. Corp		
Home, Sweet Home	Special Cast	Gorman Pictures			No Control	P. Haver H. Ford	Prod. Dist. Corp		
Horses and Women		Famous Attractions			Nocturne	Special Cast	M-G-M		
Hounds of Spring		First National			North of Nome	Special Cast	Arrow	5491 feet	
Human Mill, The	Blanche Sweet	M-G-M			No Speed Limit	Al Wilson	Assoc. Exhib		
Human Nature		Gorman Pictures			Officer Jim	R. Hughes-G.Gray	Lee-Bradford	5141 feet	
Human Playthings	Betty Compson	M. P. Guild			Oh! What a Night		Sterling Pict		
Hurricane, The	Special Cast	Truart			Old Heidelberg	Ramon Novarro	M-G-M		
Hurry Up Man, The	Dick Talmadge	Universal			Old Ironsides	Special Cast	Paramount		
Husband Hunters		Tiffany			One Hour of Love	Jacqueline Logan	Tiffany		
I Can Do It	Special Cast	M-G-M			One Increasing Purpose	Lowie-Rubens	Fox		
I'll Tell the World	Olmstead-Arthur	M-G-M			Open Book	Special Cast	M-G-M		
Impostor, The	Evelyn Brent	F. B. O.			Ou, La! La!	Alberta Vaughn	F. B. O.		
In His Arms	Special Cast	M-G-M			Outlaw Broncho, The	Buddy Roosevelt	Assoc. Exhib		
In the First Degree		Sterling Pict			Out of the Ruins		First National		
					Out of the West	Tom Tyler	F. B. O.		



Feature	Star	Distributed by	Length	Reviewed	Feature	Star	Distributed by	Length	Reviewed
Pals in Paradise	Bowers-De La Motte	Prod. Dist. Corp.			Stronger Than Steel		American Cinema		
Paradise for Two	Richard Dix	Paramount			Studies in Wives		Famous Attractions		
Pass in Paradise		Prod. Dist. Corp.			Such a Little Pip	Alberta Vaughn	F. B. O.		
Peacocks of Paris	B. Lyon-D. Mackaill	First National			Summer Bachelors	M. Moore-Bellamy	Fox		
Personality	Gloria Swanson	United Artists			Sunrise	Gaynor-G. O'Brien-Livingston	Fox		
Phantom Flyer, The	Al Wilson	Assoc. Exhib.			Sunshine of Paradise Alley		Chadwick		
Phantom Ranger, The	Bill Cody	Columbia Pictures			Surf Man, The		M-G-M		
Pleasure Before Business	Evelyn Brent	F. B. O.			Sweethearts in Every Port	W. C. Fields	Paramount		
Pleasure Highway	Special Cast	M-G-M			Tale of a Vanishing People		Tiffany	6500 feet	
Plumes	Norma Shearer	M-G-M			Tardy Tolliver	Hale-King	Assoc. Exhib.		
Polly of the Circus	Marion Davies	M-G-M			Tarzan and the Golden Lion	James Pierce	F. B. O.		
Polly Preferred	Norma Shearer	M-G-M			Tell It to the Marines	Chaney-Haines	M-G-M		
Polly With a Past		Sterling Pict.			Tempest, The		Tiffany		
Poor Fish, The		Columbia Pictures			Temptations of a Salesgirl	Betty Compson	M. P. Guild		
Poor Girls		First National			Their Second Honeymoon	Special Cast	M-G-M		
Poor Nut, The	Vidor-Nissen	Paramount			They're Off	Viola Dana	F. B. O.		
Popular Sin, The	Alice Calhoun	Chadwick	6000 feet		Things Wives Tell	E. Murphy-G. Glass	True Story Pictures	6100 feet	
Power of the Weak, The		Columbia Pictures			Third Degree, The	Dolores Costello	Warner Bros.		
Price of Honor, The	Evelyn Brent	F. B. O.			Three Twins, The		M-G-M		
Princess Pro Tem		First National			Three Wax Men, The	Emil Jannings	E. M. Fadman, Inc.		
Prisoners	Fred Humes	Universal			Thrill Chaser, The	Alberta Vaughn	F. B. O.		
Prowlers of the Night	Mae Murray	M-G-M			Thumbs Down	Special Cast	Sterling Pictures		
Puppets	Corinne Griffith	First National			Timid Tenor, The	George O'Hara	F. B. O.		
Purple and Fine Linen		M-G-M			Tip Toes	D. Gish-W. Rogers	Paramount		
Quality Street	R. Agnew-A. Cornwall	Lumas Film			Toilers of the Sea	Special Cast	M-G-M		
Racing Blood		Tiffany			Tongo	Special Cast	M-G-M		
Raging Seas	Bowers-Cornwall	Assoc. Exhib.			Tongues of Scandal		Sterling Pict.		
Raw Country, The	Tom Tyler	F. B. O.			Top of the World, The		Tiffany		
Red Hot Hoofs		Sterling Pict.			Tornado Jones	Wally Wales	Assoc. Exhib.		
Red Signals		M-G-M			Tornado Terry	George O'Hara	F. B. O.		
Red, White and Blue		F. B. O.			Tracked by the Police	Rin-Tin-Tin	Warner Bros.		
Regular Scout, A	Fred Thomson	F. B. O.			Trailing Shadows	Edmond Lowe	Fox Film		
Rejuvenation of Aunt Mary, The	Special Cast	Prod. Dist. Corp.			Trail of '98	K. Dane-P. Starke	M-G-M		
Remember	Special Cast	Columbia Pictures			Trapped	Elmer Fair	Sierra Pictures	5000 feet	
Resurrection		United Artists			True Blood	Fred Humes	Universal		
Return of a Soldier	Special Cast	M-G-M			Turkish Delight		Prod. Dist. Corp.		
Riddle Ranch, The	Buddy Roosevelt	Assoc. Exhib.			Twelve Miles Out	John Gilbert	M-G-M		
Ride 'Em Rough	Buffalo Bill, Jr.	Assoc. Exhib.			Two-Gun McCoy	Bob Custer	F. B. O.		
Rider of the Plains	Tim McCoy	M-G-M			Two-Gun Terror, The	Buddy Roosevelt	Assoc. Exhib.		
Riders of the Wind		First National			Uncle Tom's Cabin	Special Cast	Universal		
Riding Honor	Art Acord	Universal			Unknown Treasures	Agnew-Hulette	Sterling Pict.		
Riding Rivals	Wally Wales	Artclass	5000 feet		Up and At 'Em	Dick Talmadge	Universal		
Ridin' 'Em Ragged	Tom Tyler	F. B. O.			Upstream	Dolores Del Rio	Fox		
Rip Roaring Rider, The	Buddy Roosevelt	Assoc. Exhib.			Vagabond Prince, The	Colman-Banky	United Artists		
Rise and Fall of Jesse James		J. S. Woody			Valencia	Mae Murray	M-G-M		
Roaring Crowd, The		F. B. O.			Valley of Hell, The	Francis McDonald	M-G-M		
Rogue's Riches	Special Cast	Astor Dist.			Vanishing Breed, The	Sandow (Dog)	Assoc. Exhib.		
Romance	Ramon Novarro	M-G-M			Vanity	Leatrice Joy	Prod. Dist. Corp.		
Romance a la Carte	Richard Dix	Paramount			Vengeance of Durand, The	Irene Rich	Warner Bros.		
Romantic Age, The		Columbia Pictures			Virgin Flame, The		M-G-M		
Ropin' Venus, The	Josie Sedgwick	Universal			Virgin Wife, The	P. Garon-N. Welch	True Story Pictures	5700 feet	
Rose-Marie		M-G-M			Voice of His Mate, The	Sandow (Dog)	Assoc. Exhib.		
Rose of the Bowery		American Cinema			Wag Lady, The		M-G-M		
Rose of the Tenements	J. Harron-S. Mason	F. B. O.			Waiter at the Ritz, The	Raymond Griffith	Paramount		
Royal Romance	G. O'Brien-McDonald	Fox			Walloping Wildcat, The	Wally Wales	Assoc. Exhib.		
Rubber Tires	Bessie Love	Prod. Dist. Corp.			Wandering Girls	M. Harris-D. Revier	Columbia Pictures		
Runaway Enchantress, The	Sills-M. Astor	First National			Wanted—A Coward	Special Cast	Sterling Pict.		
Rust	Special Cast	M-G-M			War Birds		M-G-M		
Salvage	E. Williams-McAlister	Standard Pictures			War of the Worlds		Paramount		
Savage in Silks, A		Universal			War Paint	Tim McCoy	M-G-M		
Scarlet Letter, The	Laura La Plante	Universal	9000 feet	Aug. 21	Way of an Eagle, The	Special Cast	M-G-M		
See If I Care	Lillian Gish	M-G-M			Way Things Happen	Madge Bellamy	Fox		
Sensation Seekers, The	Alberta Vaughn	F. B. O.			Wedding March, The	von Stroheim	Paramount		
Separate Rooms	B. Dove-H. Gordon	Universal			Wedlock	Lowe-Perry-Livingston	Fox		
September Love	Special Cast	Fox			West of Broadway	Priscilla Dean	Prod. Dist. Corp.		
Seventh Heaven	Special Cast	Fox			What Every Girl Should Know	Patsy Ruth Miller	Warner Bros.		
Seward's Folly	Special Cast	M-G-M			What Happened to Father	Sydney-Gordon	Warner Bros.		
Shadow Lane		M-G-M			What Price Glory?	Special Cast	Fox		
Shamrock and the Rose		Chadwick			What Will People Say?		M-G-M		
Sheik of Hollywood, The	Ben Lyon	First National			Wheel of Life, The	Florence Vidor	Paramount		
Shenandoah		Famous Attractions			When Danger Calls	Wm. Fairbanks	Lumas		
Sherman Was Right	Alberta Vaughn	F. B. O.			When We Were Twenty-One	Special Cast	M-G-M		
She's My Baby		Ginsberg-Kann			While London Sleeps	Rin-Tin-Tin	Warner Bros.		
Shock Absorber, The		First National			White Chief, The	Monte Blue	Warner Bros.		
Shopworn		Famous Attractions			White Eagle, The	Buck Jones	Fox		
Show Business	Mae Murray	M-G-M			White Flannels	Special Cast	Warner Bros.		
Show World, The	B. Dove-F. Bushman	Universal			White Gold	Jetta Goudal	Prod. Dist. Corp.		
Sidewalks of New York, The		Columbia Pictures			White Heat	Special Cast	M-G-M		
Silent Avenger, The	Peter the Great	Lumas			White Slave, The	Dix-Dempster	Paramount		
Silent Panther, The	Francis McDonald	M-G-M			Whose Baby	Alberta Vaughn	F. B. O.		
Silent Rider, The	Hoot Gibson	Universal			Wife, The	Special Cast	M-G-M		
Silk	Goudal-Schildkruat	Prod. Dist. Corp.			Wildcat Kid, The	Buffalo Bill, Jr.	Assoc. Exhib.		
Silk Hat Cowboy, The	Tom Mix	Fox			Wild Geese		Tiffany		
Simple Sis	Louise Fazenda	Warner Bros			Wings	Lillian Gish	M-G-M	12 reels	
Sinews of Steel		Lumas			Wings	C. Bow-C. Farrell	Paramount		
Sinners of Paradise		First National			Winner, The	Charles Ray	Chadwick		
Sky High	Al Wilson	Assoc. Exhib.			Winning Oar, The	George Walsh	Paramount		
Sky Peril, The	Al Wilson	Assoc. Exhib.			With Their Eyes Open	Adolphe Menjou	Warner Bros		
Skyscrapers	Special Cast	Prod. Dist. Corp.			Wolf's Clothing	Miller-Blue	Ginsberg-Kann		
Sky's the Limit, The	Richard Talmadge	Universal			Wolves of the Air				
Slide, Kelly, Slide	William Haines	M-G-M			Woman's Battalion of Death, The	Gloria Swanson	United Artists		
Smith of Cornell	George Walsh	Chadwick			Woman Who Did Not Care		Gotham		
Snowbound		Tiffany			Women and Wives		M-G-M		
Sorrell and Son		Paramount			Women Love Diamonds		M-G-M		
Somewhere South of Sonora	Ken Maynard	First National			World's Illusion, The		M-G-M		
Sorrows of Satan, The	Adolphe Menjou	Paramount			World Struggle for Oil, The	Special Cast	Pathe	5 reels	
Span of Life, The	Lon Chaney	M-G-M			Worst Woman, The		Famous Attractions		
Speed Boy, The	Dick Talmadge	Universal			Wreck, The		Columbia Pictures		
Speedy Eddy	Devore-Horton	Asso. Exhib.			Wyoming Whiz, The	Tom Tyler	F. B. O.		
Splitting the Breeze	Tom Tyler	F. B. O.			Wrong Mr. Wright, The	Jean Hersholt	Universal		
Sport of Kings, The		First National			Yankee Clipper, The	W. Boyd-E. Fair	Prod. Dist. Corp.		
Squared Ring, The		Tiffany			Yoke, The	Special Cast	Warner Bros		
Stark Love	Special Cast	Paramount			Your Brother and Mine		American Cinema		
Stepping Along	Johnny Hines	First National			You Too	Special Cast	M-G-M		
Story of Mother Machree	Belle Bennett	Fox							
Strange Bedfellows		M-G-M							

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